

## Abstract

Brand extensions is one of the strategies used by company by utilizing their products are already well known. This study aimed to identify the influence of brand extension Betadine on consumer attitudes towards products Betadine Feminine Hygiene Solution.

Research is analytical research tool questionnaires were distributed to 120 respondents in the village Caturtunggal, Regional Yogyakarta. Sampling was done by the method purposive sampling. Test the validity of the product moment correlation method, while the reliability test using Cronbach's alpha technique. Data analyzed through the calculation of simple linear regression and multiple linear regression analysis using SPSS for windows for see the effect of reputation, similarity, perceived risk, and innovativeness as independent variables on consumer attitudes on products Betadine Feminine Hygiene Solution as the dependent variable.

From the results of simple linear regression analysis showed that the reputation, similarity, and innovativeness has a positive relationship to attitudes consumers on products Betadine Feminine Hygiene Solution. perceived risk negatively correlated (-0.789) on consumer attitudes on products Betadine Feminine Hygiene Solution. While the results of the linear regression analysis multiple earned that reputation, similarity, perceived risk, and innovativeness has a simultaneous and significant effect on consumer attitudes on products Betadine Feminine Hygiene Solution. Fourth variables are able to explain 59.5% of the variation of the variable consumer attitudes on Feminine Hygiene Products Betadine Solution.

**Keyword** : Brand extensions, reputation, perceived risk, innovativeness.

## INTISARI

Perluasan merek adalah salah satu strategi yang digunakan oleh perusahaan dengan memanfaatkan produk mereka yang sudah terkenal. Penelitian ini bertujuan untuk mengidentifikasi pengaruh perluasan merek Betadine terhadap sikap konsumen terhadap produk Betadine Feminine Hygiene Solution.

Penelitian yang dilakukan adalah penelitian analitik dengan alat kuesioner yang dibagikan kepada 120 responden di Desa Caturtunggal, Daerah Istimewa Yogyakarta. Pengambilan sampel dilakukan dengan metode purposive sampling. Uji validitas dengan metode korelasi product moment, sedangkan uji reliabilitas menggunakan teknik Alpha Cronbach's. Data dianalisis melalui perhitungan metode analisis regresi linear sederhana dan analisis regresi linear berganda dengan bantuan SPSS for windows untuk melihat pengaruh reputasi, similarity, perceived risk, dan innovativeness sebagai variabel bebas terhadap sikap konsumen pada produk Betadine Feminine Hygiene Solution sebagai variabel terikat.

Dari hasil analisis regresi linear sederhana diperoleh bahwa reputasi, similarity, dan innovativeness memiliki hubungan yang positif terhadap sikap konsumen pada produk Betadine Feminine Hygiene Solution. Perceived risk berhubungan negatif (-0,789) terhadap sikap konsumen pada produk Betadine Feminine Hygiene Solution. Sedangkan dari hasil analisis regresi linear berganda diperoleh bahwa reputasi, similarity, perceived risk, dan innovativeness mempunyai pengaruh secara simultan dan signifikan terhadap sikap konsumen pada produk Betadine Feminine Hygiene Solution. Keempat variabel mampu menjelaskan 59,5% variasi dari variabel sikap konsumen pada produk Betadine Feminine Hygiene Solution.

Kata kunci: perluasan merek, reputasi, perceived risk, innovativeness.