

ABSTRAK

Penelitian mengenai asosiasi merek, loyalitas merek, kesadaran merek dan citra merek terhadap ekuitas merek dari merek busana kasual favorit para konsumen muda dilaksanakan di Yogyakarta. Pengambilan sampel dalam penelitian ini menggunakan penyampelan berdasar dengan persyaratan responden yang dalam 1 tahun terakhir telah melakukan pembelian busana kasual baik dari merek busana kasual lokal maupun merek busana kasual internasional. Alat analisis yang digunakan adalah *Statistical Package for the Social Sciences* (SPSS), dan hasil analisis penelitian ini menunjukkan bahwa keseluruhan hipotesis terdukung, dan keempat variabel yaitu Asosiasi merek, loyalitas merek, kesadaran merek, citra merek menunjukkan pengaruh yang positif terhadap Ekuitas Merek.

Kata Kunci: Merek, ekuitas merek, asosiasi merek, loyalitas merek, kesadaran merek, citra merek, busana kasual, konsumen muda.

ABSTRACT

Research on Brand Association, Brand Loyalty, Brand Awareness and Brand Image to Brand Equity on casual clothing brand that favorite by among young consumers and held in Yogyakarta. The samples on this study is using purposive sampling to select respondents who qualified research, especially consumers in one recent year that have made a purchase of casual clothing from either local brand or international brand. Statistical Package for the Social Sciences (SPSS) was used to test the hypothesis, and the result showed that all the hypothesis are supported, and the four variabel: Brand Association, Brand Loyalty, Brand Awareness and Brand Image shows a positive influence to Brand Equity.

Keywords: *Brand, brand equity, brand association, brand loyalty, brand awareness, brand image, casual clothing, young consumers.*