

**THE EFFECT OF PERCEIVED QUALITY, BRAND AWARENESS, AND  
BRAND LOYALTY TOWARDS BRAND EQUITY OF ANGGUR MERAH  
ORANG TUA IN YOGYAKARTA**

**Thesis**

**Presented as partial Requirements for the Bachelor of Art degree (S1) on  
International Business Management Program Faculty of Business and  
Economics Atma Jaya Yogyakarta University**



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**YOGYAKARTA 2022**

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**THE EFFECT OF PERCEIVED QUALITY, BRAND AWARENESS, AND  
BRAND LOYALTY TOWARDS BRAND EQUITY OF ANGGUR MERAH  
ORANG TUA IN YOGYAKARTA**

**Arrnged for Fulfill Last Assignment As a Requirement for Achieving Bachelor's  
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**Letter of Statement**

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I am solemnly declare that I have done this final project myself. This final assignment is not plagiarism, theft of others project, or other people's work for my benefit due to material or non-material relationships, or all other possibilities which in essence are not original and authentic writings of my final project.

If in the future it is strongly suspected that there is a discrepancy between the facts and this reality, I am willing to be processed by the Faculty team formed to conduct verification, with the heaviest sanction in the form of cancellation of graduation/bachelorship.

I made this statement with my own awareness and not under pressure or coercion from any party or for the sake of upholding academic integrity in this institution.

Yogyakarta, 24-06-2022



## **MOTTO**

**JIKA KAMU LUNAK PADA DIRIMU, MAKA DUNIA  
AKAN KERAS PADAMU, NAMUN JIKA KAMU  
KERAS PADA DIRIMU MAKA DUNIA AKAN LUNAK  
PADAMU.**

**(TUNG DESEM WARINGIN)**

## **DEDICATION**

**I was dedicate this writing for my beloved person :**

- I. Parastuti Widyaningsih as my mom**
- II. Vinda Eni Winarsih as my girlfriend**
- III. Astuti Sri Sundri as my grandmother**
- IV. “alm’ Raden Gunarso as my grandfather**
- V. Indra Cahaya Wicaksana as my father**
- VI. All my brothers and sisters**
- VII. All my beloved friends**
- VIII. Almamaters**

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## ABSTRACT

The research objective is to investigate the influence of perceived quality on brand loyalty of Anggur Merah Orang Tua. Investigate the influence of brand awareness on brand loyalty of Anggur Merah Orang Tua. Investigate the influence of brand loyalty on brand equity of Anggur Merah Orang Tua. Investigate the influence of perceived quality on brand equity of Anggur Merah Orang Tua with brand loyalty as mediation variable. Investigate the influence of brand awareness on brand equity of Anggur Merah Orang Tua with brand loyalty as mediation variable. Research method, this research is a quantitative research. The population in this study is the entire community in Yogyakarta. The sample is 110 respondents. Data collection techniques using a questionnaire instrument with a Likert scale. The analysis technique uses Path Analysis, t-test, R<sup>2</sup>. The results showed that: Perceived Quality has a positive and significant effect on brand loyalty for Anggur Merah products in Yogyakarta. Brand awareness has a positive and significant effect on brand loyalty for Anggur Merah products in Yogyakarta. Perceived Quality has a positive and significant effect on brand equity for Anggur Merah products in Yogyakarta. Brand awareness has a positive and significant effect on brand equity for Anggur Merah products in Yogyakarta. Brand loyalty has a positive and significant effect on the brand equity of Anggur Merah products in Yogyakarta. Perceived Quality has a positive and significant effect on brand equity through the brand loyalty of Anggur Merah products in Yogyakarta. Brand Awareness has a positive and significant effect on brand equity through the brand loyalty of Anggur Merah products in Yogyakarta. Perceived Quality has a positive and significant effect on brand loyalty for Anggur Merah products in Yogyakarta. Brand awareness has a positive and significant effect on brand loyalty for Anggur Merah products in Yogyakarta. Perceived Quality has a positive and significant effect on brand equity for Anggur Merah products in Yogyakarta. Brand awareness has a positive and significant effect on brand equity for Anggur Merah products in Yogyakarta. Brand loyalty has a positive and significant effect on the brand equity of Anggur Merah products in Yogyakarta. Perceived Quality has a positive and significant effect on brand equity through the brand loyalty of Anggur Merah products in Yogyakarta. Brand Awareness has a positive and significant effect on brand equity through the brand loyalty of Anggur Merah products in Yogyakarta. Perceived Quality has a positive and significant effect on brand loyalty for Anggur Merah products in Yogyakarta. Brand awareness has a positive and significant effect on brand loyalty for Anggur Merah products in Yogyakarta. Perceived Quality has a positive and significant effect on brand equity for Anggur Merah products in Yogyakarta. Brand awareness has a positive and significant effect on brand equity for Anggur Merah products in Yogyakarta. Brand loyalty has a positive and significant effect on the brand equity of Anggur Merah products in Yogyakarta. Perceived Quality has a positive and significant effect on brand equity through the brand loyalty of Anggur Merah products in Yogyakarta. Brand Awareness has a positive and significant effect on brand equity through the brand loyalty of Anggur Merah products in Yogyakarta. Perceived Quality has a positive and significant effect on brand loyalty for Anggur Merah products in Yogyakarta. Brand awareness has a positive and significant effect on brand loyalty for Anggur Merah products in Yogyakarta. Perceived Quality has a positive and significant effect on brand equity for Anggur Merah products in Yogyakarta. Brand awareness has a positive and significant effect on brand equity for Anggur Merah products in Yogyakarta. Brand loyalty has a positive and significant effect on the brand equity of Anggur Merah products in Yogyakarta. Perceived Quality has a positive and significant effect on brand equity through the brand loyalty of Anggur Merah products in Yogyakarta. Brand Awareness has a positive and significant effect on brand equity through the brand loyalty of Anggur Merah products in Yogyakarta.

Keywords: Perceived Quality, Brand Awareness, Brand Loyalty, Brand Equity

