

ABSTRAK

Penelitian ini dilakukan untuk mengetahui *Brand Awareness*, *Brand Association*, *Perceived Quality* dan Pengaruh Terhadap Loyalitas Pelanggan Susu Greenfields (Studi Kasus di INDOGROSIR Kota Malang). Penelitian ini termasuk jenis *explanatory research* dengan pendekatan kuantitatif, yang dilakukan untuk menguji pengaruh antara variabel-variabel. Teori Malhotra digunakan untuk mengambil sampel, yaitu jumlah *item* x 5 sehingga total 170 ditemukan.

Untuk menyelesaikan masalah dalam penelitian ini, menggunakan uji validitas, uji reliabilitas, uji heteroskedastisitas, uji asumsi klasik. penelitian menggunakan analisis regresi linier berganda dengan bantuan SmartPLS. Hasil penelitian ini adalah terdapat pengaruh secara simultan antara *Brand Awareness*, *Brand Association*, *Perceived Quality* dan Pengaruhnya Terhadap Loyalitas Pelanggan Susu Greenfields (Studi Kasus di INDOGROSIR Kota Malang). Ada pengaruh secara parsial antara *Brand Awareness*, *Brand Association*, *Perceived Quality* dan Pengaruhnya Terhadap Loyalitas Pelanggan Susu Greenfields (Studi Kasus di INDOGROSIR Kota Malang).

ABSTRACT

This research was conducted to determine Brand Awareness, Brand Association, Perceived Quality and Influence on Customer Loyalty of Greenfields Milk (Case Study at INDOGROSIR Malang). This research is a type of explanatory research with a quantitative approach, which is carried out to overcome the influence of the variables. Malhotra's theory is used to take samples, namely the number of items x 5 so that a total of 170 is found.

To solve the problems in this study, using the validity test, reliability test, heteroscedasticity test, classical assumption test. research using multiple linear regression analysis with the help of SmartPLS. The results of this study are that there is a simultaneous influence between Brand Awareness, Brand Association, Perceived Quality and Their Effect on Customer Loyalty of Greenfields Milk (Case Study at INDOGROSIR Malang City). There is a partial influence between Brand Awareness, Brand Association, Perceived Quality and Its Effect on Customer Loyalty of Greenfields Milk (Case Study at INDOGROSIR Malang).