

ABSTRAK

Nama : Gilang Budiman
Program Studi : Ekonomi/Manajemen Pemasaran
Judul : Pengaruh *self congruity with sponsored event* dengan *customer involvement* dan *customer awareness* sebagai moderating *variables* terhadap *brand loyalty*

Skripsi ini akan membahas tentang loyalitas merk dari perusahaan itu secara spesifik. Variabel yang di gunakan adalah *self congruity with sponsored event* dan pengaruhnya terhadap *brand loyalty*. Diteliti pula pengaruh dari moderating variabel *customer involvement* dan *customer awareness*. Dimana hal yang akan diteliti disini adalah prdoduk Djarum Black. Penelitian disebar ke 100 responden yang pernah menghadiri event modifikasi mobil Djarum Blackthrougt 2008 dan seorang perokok. Hasil penelitian menunjukkan bahwa variabel *Self Congruity with Sponsored Event*, *customer involvment*, dan *customer awareness* berpengaruh terhadap *brand loyalty*.

Kata Kunci:
keterlibatan diri dari seorang konsumen terhadap suatu event yang dihadirinya dalam membentuk suatu *brand loyalty* terhadap suatu produk

ABSTRACT

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Program Studi : Management
Judul : *The effect of self congruity with sponsored event to customer involvement and customer awareness as moderating variables of brand loyalty*

This thesis will discuss about the brand loyalty of the company specifically. Variables that are used in self congruity with sponsored events and the impact on brand loyalty. Also observing and examined the influence of moderating variables Involvement customer and customer awareness. Where the brand that being observed here is prdoduk Djarum Black. The Questionnaire has been distributed to 100 respondents who had attended the event modification

Key Word: Customer involvement toward an event that they are come in forming brand loyalty for a product