

ABSTRACT

The consumer goods industry has a very large market in Indonesia. However, intense competition was inevitable. Many companies compete for the attention of consumers by applying the best marketing strategies as well as developing quality products and services, thereby building a good brand image in the minds of consumers.

This study aims to determine the effect of brand extension that includes Sub Variabelons similiarity, reputation, perceived risk and innovativeness in partially and simultaneously to the Lifebuoy brand image in the city of Yogyakarta.

The method used is quantitative method with this type of research is a descriptive study and causal. Sampling was done by non-probability method the type of purposive sampling with the number of respondents as many as 100 people who are consumers of products as soap Lifebuoy in the city of Yogyakarta. Data analysis technique used is descriptive analysis, multiple linear regression analysis, to test the hypothesis simultaneously and partially.

Based on the results of hypothesis testing simultaneously to variable significant effect on the brand extension brand image, this is evidenced by $F_{count} > F_{table}$ ($23.834 > 3.09$) with the level of significance of $0.000 < 0.05$. The results of partial testing the Sub Variabelons similiarity, reputation, perceived risk and innovativeness significantly influence the Lifebuoy brand image in the city of Yogyakarta. Based on the coefficient of determination is found that the effect of brand extension to the brand image of 50.1% and the remaining 49.9% influenced by other factors not examined.

Keywords : *Brand Extension; Brand Image*