

The Influence of Brand Awareness, Brand Association and Perceived Quality on Brands Equity (Survey on Product Teh Botol Sosro in Summersari of Jember)

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ABSTRAKSI

The competition among the brands are operating in the market more increase, and only the product which has strong Brand Equity will still be able to compete, wrest, dominate the market. Among the brands group that have tight competition in Indonesia is a bottled tea beverage packing , one of brands is Teh Botol Sosro. Because of that, needs to be careful how brands awareness, brands association and perceived quality as brands equity component of Teh Botol Sosro which will be conducted in Summersari Jember. This research aimed to analyze test the effect simultaneously or partially from brand awareness, brand association and brands equity from Teh Botol Sosro in Summersari district and to analyze and test the variable that can influence the most dominate of brands equity. The analysis technique used in this research is multiple linear regression with SPSS 21. Based on the result of this research conducted that : (1) Variable brands awareness, brand association and also perceived quality can influence significantly to brands equity (2) the variable portion of the free brands awareness has no significant effect on the variable brands equity and brands association while the variable perceived quality variables significantly affect the brands equity (3) among the three independent variables analyzed perceived quality are variable that have greatest impact on the dependent variable.

Keywords: Brand Awareness, Brands Association, Perceived Quality and Brand Equity