

Brand Equity Analysis
(Case Study on Bakso Mandiri Jember)

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ABSTRACT

Along with the times, the culinary business of meatballs is getting more and more easy to find. So that the meatball culinary business competition is increasingly competitive. Therefore, the purpose of this study is (1) to analyze the effect of brand awareness of Bakso Mandiri Jember Regency on brand equity (2) to analyze the effect of brand loyalty Bakso Mandiri Jember Regency on brand equity (3) to analyze the influence of Bakso Mandiri brand associations in Jember Regency on brand equity. (4) analyze the effect of perceived quality of Bakso Mandiri Kabupaten Jember on brand equity. Based on the results of the analysis and discussion that has been carried out in this study, it can be concluded that (1) brand awareness is in the top of mind position. This means that the independent meatball brand has brand awareness in the peak or very good category. It is known that brand awareness also has a simultaneous effect on other independent variables in this study through the F test, although in the t test brand awareness is stated to have no significant effect on brand equity (2) brand loyalty is stated to have a simultaneous effect on other variables in this study through the calculation of the F test and significant effect on brand equity through t test. Brand loyalty is also a variable that has a dominant effect on brand equity compared to other variables studied in this study (3) brand associations are declared to have simultaneous effect with other variables in this study through the F test calculation and are declared to have no significant effect on brand equity through the t test. (4) Brand associations are declared to have a simultaneous effect on other variables in this study through the calculation of the F test and are declared to have no significant effect on brand equity through the t test.

Keywords: *Brand Equity, Brand Awareness, Brand Loyalty, Brand Association, Quality Perception*