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ANALYSIS OF FACTORS THAT INFLUENCE BRAND EQUITY ON ONLINE TRANSPORTATION IN BATAM CITY

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Abstract

The emergence of the internet makes it easy for people to do various things, such as communication, searching for information, buying and selling, and other activities. In addition, with the growth of smartphones, people are increasingly easy to access the internet, just a touch of a finger can find information in seconds. One of them is online transport, which is an application-based transportation company. In addition to transportation, online transportation also provides other services such as, food delivery, delivery of goods, and other services. This study aims to analyze the factors that affect brand equity in online transportation in Batam City.

The population of this study is the people of Batam City who use online transportation. The sample of this research is all Go-Jek and Grab online transportation users, selected by using purposive sampling method. The number of samples used 250 respondents and samples that can be used are 236 respondents. The data is then analyzed using IBM SPSS Stastics 21.

The result of this research indicates that brand image has a significant positive influence on brand equity, product innovation has a significant positive effect on brand equity, brand awareness has no significant effect on brand equity, brand loyalty has no significant effect on brand equity.

Keywords**:** *brand awareness, brand loyalty, brand image, product innovation, brand equity.*

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