

# **UNIVERSITAS INTERNASIONAL BATAM**

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*Bachelor Thesis  
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Management Bachelor Program  
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## ***ANALYSIS OF FACTORS THAT INFLUENCE BRAND EQUITY ON SHOE BRANDS ON MILENNIAL GENERATION IN BATAM CITY 2018***

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### ***Abstract***

*Objects that will support the assessment can be used to explore aspects that have brand variables for the community or millennial consumers in Batam City on branded shoes. Aspects which in its meaning are variables of brand association, brand loyalty, brand awareness, brand image.*

*Study on objects of millennial society in Batam City. Research targets for student participants who have worn branded shoes in the selection and shopping at shoe stores such as Nike, Adidas, under armor, reebok, new balance. Students are listed on Putra Batam University, Batam International University, Batam University, Universal University, and Riau Islands University. More than 450 sheets are needed.*

*The database is processed using the SPSS program version 23.4, brand associations, brand loyalty, brand awareness, brand image that affect brand equity.*

***Keywords : brand equity, brand association, brand loyalty, brand awareness, brand image.***