

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS OF FACTORS AFFECTING BRAND EQUITY AND PURCHASE INTENTION ON MOTORCYCLE PRODUCT IN BATAM CITY

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ABSTRACT

The aims of this study is to analyze what factors that affect brand equity and purchase intention of motorbikes product in Batam City. The independent variables used are brand awareness, brand image, perceived quality, and brand loyalty. Data were collected through distributing online questionnaires with a total of 220 respondents. Research data analysis was carried out using the SPSS version 23 software program to analyze the demographic data of respondents and to perform the Common Method Biased (CMB) test. Data analysis was then continued for testing Structural Equation Modeling (SEM) using the SMARTPLS version 3.0 software program.

Based on testing result of the relationship between variables, it is known that the only factor that has a significant positive effect on brand equity is brand loyalty. Brand awareness, brand image, and brand perceived quality have no significant effect on brand equity. Likewise, brand equity does not have a significant effect on purchase intention. Thus, it is recommended for motorcycle manufacturers to use good and effective marketing strategies in making customers loyal which will increase brand strength and also increase sales of motorcycle products.

Keywords: *brand awareness, brand image, brand loyalty, brand equity, purchase intention.*