

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS OF FACTORS THAT INFLUENCE THE BRAND EQUITY IN MOTORCYCLE OWNERS IN BATAM CITY

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ABSTRACT

This study analyzes the factors that influence brand equity by taking the object of research that is motorcycle users in Batam which are collected using the purposive sampling method. This study sampled 400 respondents who uses motorbikes (Honda, Yamaha, Suzuki, Kawasaki) in the city of Batam and were processed using Partial Least Square (PLS) analysis tools.

The modeling formulated in this study aims to provide a critical understanding of the concept and measure the quality received, brand awareness, brand associations and brand loyalty of users in the vehicle industry especially Motorcycles.

The results of this study indicate that perceived quality, brand awareness, brand association, and brand loyalty have a significant effect on brand equity.

The conclusion of this study is that perceived quality, brand awareness, brand association, brand loyalty can be recommended as input for management regarding the importance of what factors customers need to buy a motorized vehicle. Researchers believe that the approach associated with independent variables in this study can increase sales as evidenced by the results of all significant research

Keywords: *Perceived Quality, Brand Awareness, Brand Association, Brand Loyalty, Brand Equity.*