

PENGARUH BEBERAPA FAKTOR DALAM BRAND EQUITY TERHADAP BRAND REPUTATION, BRAND TRUST, BRAND SATISFACTION, DAN BRAND LOYALTY PADA PT. TRANSJAKARTA

Oleh : Wendy Fernando

This study aims to determine whether there is influence of Brand Awareness to Brand Reputation, to know whether there is influence of Service Quality to Brand Reputation, to know whether influence of Staff Behavior to Brand Reputation, to know whether there is influence of Self Congruence to Brand Reputation, and to know whether there is influence of Brand Identification to Brand Reputation. to know whether there is influence of Brand Association to Brand Reputation, to know whether there is influence of Brand Reputation to Brand Satisfaction, to know whether there is influence of Brand Satisfaction to Brand Trust, to know whether there is influence of Brand Trust to Brand Loyalty, The sample used is 600 respondents who become consumer companies with data analysis techniques that are multiple regression using AMOS program.

From the analysis results can be obtained conclusion as follows: Brand Awareness has a positive effect on Brand Reputation. Service Quality positively affects Brand Reputation. Staff Behavior Doesn't has a positive effect on Brand Reputation. Self-Congruence Doesn't has positive affects Brand Reputation. Brand Identification Doesn't has a positive effect on Brand Reputation. Brand Association has a positive effect on Brand Reputation. Brand Reputation has a positive effect on Brand Satisfaction. Brand Satisfaction has a positive effect on Brand Trust. Brand Trust has a positive effect on Brand Loyalty.