

## **ABSTRACT**

### **BRAND EQUITY DIMENSION'S EFFECT TOWARD CONSUMER LOYALTY OF HONDA MOTORCYCLE BRAND USERS IN BANDAR LAMPUNG**

**By**

***Stevian Mushar***

Brand equity is a set of brand assets and liabilities related to a brands, names, and symbols which can increase or decrease the value given by goods or services to the company or corporate customers, with brand equity, consumers who feel happy and satisfied will consume more products, loyal to his preferred product. Honda is a motorcycle top brand in Indonesia which is produced by PT Astra Honda Motor (AHM), the motorcycle industry's pioneer in Indonesia.

Honda sales has declined in 2009, lower than in 2008, but Honda is still in charge of a market share. Formulation of research problem is whether the brand equity dimensions affect the consumer loyalty Honda motorcycles users in Bandar Lampung. The aim of research is for determining the influence of brand equity dimensions on consumer loyalty Honda motorcycles users in Bandar Lampung.

Hypothesis formulated: Brand Equity Dimensions (X) effect on consumer loyalty (Y) Honda motorcycles users in Bandar Lampung. Hypothesis testing uses quantitative analysis with multiple linear regression model, f test and t test, as well as qualitative analysis through descriptive approach.

Analysis result concluded that "Brand Equity Dimensions variable (X): Brand Awareness (X1), Perceived Quality (X2), Trademark Association (X3), and another Brand Assets (X4) effect on customer loyalty (Y) Honda Motorcycle Brand Users in Bandar Lampung". Conclusions are based on some test results, the first regression obtained  $R^2 = 0.647$ , both the F test was obtained  $F_{count} > F_{table}$ , namely  $(43.486 > 2.47)$ , the third test known to all dimensions variable t (X) t value count- is larger than t table, ie  $> 1.985$ , and the dimensions of the variable (X) which has the greatest influence on the variable (Y) is a Trademark Association (X3), and which has the lowest influence is the perception of quality (X2).

**Keywords: Brand Equity Dimension's, Consumer loyalty, Honda.**