

ABSTRACT

EFFECT OF BRAND EQUITY ON CUSTOMER SATISFACTION (Studies in Shereen Cakes Bakery & Bread At Bandar Lampung)

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Shereen cakes and bread is the market leader in the beginning, the new competition is coming up with more innovations such as Holland and BreadTalk change existing market share, from a reduced number of subscribers to the loss of customers is the duty of the house for company.

This study aims to determine the effect of brand equity on indicators of brand awareness, brand associations, perceived quality, and brand loyalty to customer satisfaction Shereen bakery Cakes & Bread in Bandar Lampung. Hypothesis customer satisfaction Shereen bakery cakes and bread in Bandar Lampung is influenced by four characteristics, namely Brand Equity; brand awareness, brand associations, perceived quality, and brand loyalty.

Methods of data obtained through questionnaires with sampling method was done by purposive sampling Judgement. Samples taken in this study of 100 respondents. Methods of quantitative data analysis tools using multiple regression analysis.

Results of statistical hypothesis testing through multiple regression of independent variables, namely Overall brand equity, namely; brand awareness (X1), brand association (X2), perceived quality (X3) and brand loyalty (X4) affect customer satisfaction Shereen bakery Cakes & Bread in Bandar Lampung which can be shown by the coefficient of determination. The effect of brand awareness, brand associations, perceived quality, and brand loyalty to customer satisfaction is equal to $R^2 = 0.474$. This means that the contribution of the variable X (Brand Equity) play a role in influencing each variable Y (Customer Satisfaction) of 47.4% and the rest is influenced by other factors that are not included in the study

Expected Shereen bakery Cakes & Bread can observe the pricing policy because of the results of consumer research conducted objected to the increase in the price of the company so we need other measures such as product innovation or production cost reduction.

Keywords: brand equity and customer satisfaction.