ABSTRACT

A Brand Strengthening Towards Co-Branding
(The Study Of Ades Mineral Water Customers Of The Students Of Social Politic Faculty Of Lampung University)

By

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This research is an explanatory research. This study aims to determine the influence of Brand Equity to Co-Branding. This study used a questionnaire as an instrument for taking a sample of 81 respondents, who are students of Social Politic Faculty on University of Lampung who consume Ades mineral water, while the analysis of data by multiple linear regression. The results of data analysis using multiple linear regression showed that partially there is significant effect between Brand Loyalty ($X_1$) to co-branding. Beside that no significant influence of brand awareness ($X_2$), Brand Association ($X_3$), Brand Perceived Quality ($X_4$) partially on the co-branding. Simultaneously there was an effect simultaneously or jointly between Brand Loyalty ($X_1$) Brand Awareness, ($X_2$), Brand Association ($X_3$), Brand Perceived Quality ($X_4$) to co-branding ($Y$). Therefore Ades need to maintain a merger of the two brands are made to the coca cola that consumers are more loyal to the Ades.

Keywords: Brand Loyalty, Brand Awareness, Brand Association, brand Perceived Quality, co-branding.