

ABSTRACT

THE INFLUENCE OF BRAND EQUITY TOWARD THE CONSUMER LOYALTY IN PT TIKI JNE (JALUR NUGRAHA EKAKURIR) BANDARLAMPUNG BRANCH

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PT Tiki JNE is a privately owned service company engaged in the delivery of cargo and documents, and one of the services which spread everywhere. Companies must always be alert to the strategies of competitors who are trying to grab market share. The creation of a brand that can be remembered by the consumer may be one of the things that make consumers do not switch to another brand. It is necessary for an effort to brand a product / service which can always be embedded in the consumers mind. The purpose of this study was to determine the effect of brand equity element consisting of a variable brand awareness (Brand awareness, the quality of the brand (Brand Perceived Quality), brand association (Brand Association) and brand loyalty (Brand Loyalty) on Consumer Loyalty in PT Tiki JNE. This research method is *explanatory research* with survey approach and the total sample of 100 respondents. Sampling technique which was used was non-probability sampling with accidental sampling method, this research is covered with five alternative answers and scoring values by using Likert scale. Technical analysis of the data using Multiple Linear Regression and obtained the following results:

- Simultaneously brand equity element consisting of brand awareness variable (X1), the quality of the brand (X2), brand association (X3) and brand loyalty (X4) significant effect on customer loyalty (Y). This is evidenced by $F_{\text{count}} = 34.619 > F_{\text{table}} 2.47$ and a significance value of $0,000 < 0.05$ then H_0 rejected and H_1 accepted that stated that the brand awareness (X1), the quality of the brand (X2), brand association (X3) and brand loyalty (X4) have a significant effect on customer loyalty (Y) with a percentage of 59.3% influence, the remaining 40.7% is influenced by other factors not examined in this study
- Partial all studied variables have positive and significant impact on customer loyalty (Y) and a dominant effect on customer loyalty (Y) is the brand awareness (X1) as evidenced by $t = 3,135 > t_{\text{table}}$ of 1.99 and a significance of $0.017 < 0.05$ then H_0 is rejected and H_1 accepted with a percentage of 30.5% influence.

Key Word : Brand Awareness, Brand Perceived Quality, Brand Association, Brand Loyalty and Customer Loyalty