

ABSTRACT

The luxury goods market has experienced significant growth worldwide over the past decade. Brand-conscious consumers associate prestige with brand image, and they perceive expensive and well-known brands as superior to others. Thus, building brand equity is very important for a luxury brand. Brands with solid equity are rewarded with benefits such as loyal customers and maintaining premium prices. Brand equity of Dior perfume based on pre-research there are indications of problems regarding the equity of the Dior perfume brand in the statements "it makes more sense to buy Dior perfume than other luxury brands", "if other luxury brands have the same main accord or notes as Dior perfume, I would prefer to buy Dior perfume", and "it is a smarter decision to buy perfume from Dior", The majority stated "no".

This study uses people in DKI Jakarta Province, then sampling is carried out using purposive sampling and has several criteria. The sample in this study was 200 over 17 years old, domiciled in DKI Jakarta Province, and have bought Dior perfume more than once. The analytical tool used in this study is a structural equation model (SEM) operated using AMOS version 26.

The result of this study indicates all hypothesis are accepted. In other words, Brand Experience has a significant positive effect on Brand Satisfaction Dior perfume, Brand Attitude has a significant positive effect on Brand Satisfaction Dior perfume, Brand Perception Quality has a significant positive effect on Brand Satisfaction Dior perfume, Brand Experience has a significant positive effect on Brand Equity Dior perfume, Brand Attitude has a significant positive effect on Brand Equity of Dior perfume, Brand Perceived Quality has a significant positive effect on Brand Equity of Dior perfume, and Brand Satisfaction has a significant positive effect on Brand Equity of Dior perfume.

Keywords: Brand Experience, Brand Attitude, Brand Perceived Quality, Brand Equity, Brand Satisfaction, Dior Perfume, DKI Jakarta