

ABSTRACT

The purpose of this study is to investigate and examine the effect of perceived advertising spending to brand awareness and brand image, the effect of distribution intensity to brand awareness, the effect of brand awareness to brand image, the effect of brand awareness to brand equity and the effect of brand image to brand equity.

This study used 160 respondents who is consumer of Khong Guan brand in Semarang. The sampling techniques used is quota sampling method which is represented population in every subdistricts in Semarang.

The results showed, only four of the six hypothesis are accepted. The result of the analysis are : 1. Perceived advertising spending has positive impact on brand image, 2. The distribution intensity has positive impact on brand awareness, 3. Brand awareness has positive impact on brand image, and 4. Brand image has positive impact on brand equity.

Keyword : Perceived Advertising Spending, Distribution Intensity, Brand Awareness, Brand Image, Brand Equity, Biscuits