ABSTRACT

This research is motivated by the increasing competition between branded beauty clinics that exist in Semarang. This affects the consumer decision-making in choosing a brand that is able to meet their needs. This study aims to analyze and test the effect of brand awareness, perceived quality, brand loyalty, and brand image on brand equity Larissa Aesthetic Center Semarang.

After a literature review and hypothesis formulation, data collected through questionnaire method against 100 consumers Larissa Aesthetic Center Semarang obtained by using techniques Accidental sampling technique which is part of the Non-Probability Samples. Then testing hypotheses through quantitative analysis, include: the test of validity, reliability test, the classical assumption test, multiple linear regression analysis, and test of goodness of fit.

Based on the results of the study, obtained the following regression equation:

$$Y = 0.199 \, X_1 + 0.211 \, X_2 + 0.333 \, X_3 + 0.233 \, X_4$$

Where the brand equity's variable (Y), brand awareness (X_1), perceived quality (X_2), brand loyalty (X_3), and brand image (X_4). Hypothesis testing using t-test showed that the four independent variables, namely brand awareness, perceived quality, brand loyalty, brand image and significant positive effect on brand equity (the dependent variable). The results showed that the research model was acceptable.

Keywords: brand awareness, perceived quality, brand loyalty, brand image, and brand equity.