ABSTRACT

This research based from the tight competition of brands, especially hair treatment product lately. A lot of new brands of hair treatment product especially on shampoo and conditioner offer such varieties of function and abilities for consumer. More option means more challenge that makes producers competing to have the best products of all. Brand which has a good brand awareness, high perceived quality and also brand loyalties will win the battle. As the market leader of hair treatment product since 2003 until now, Sunsilk has decreasing its brand share, TOM Ad and TOM Brand. The main question of this research is "How to increase the brand equity of Sunsilk's shampoo and conditioner?" This research specifically testing three variables which are brand awareness, perceived quality and brand loyalty impact on increasing Sunsilk's brand equity. This research brought to learn about the impact of three variables on brand equity of Sunsilk brand.

After literature research and also hipothesis conclusion, data was being gather from quizioner spread to 100 of respondent, which appear to be the user of products Sunsilk brand in Semarang. The accidental sampling is used to made data compilation, then the data being analyzed using quantitive analysis and qualitative analysis for the quantitive questions. Quantitive anlysis consist of validity and reliability test, classic assumption test, regresion test, hipothesis test trough t test and F test, and also coefficient determination (R^2). Analysis of open questions comes from intrepetation of compiled data result from research that being explained.

Datas that already through validity test, reliability test and classic assumption test, being reseacrh and resulting this regression quation :

$$Y = -0{,}016\ X_1 + 0{,}054\ X_2 + 0{,}811\ X_3$$

In this quation, Y represents brand equity, X_1 represents brand awareness, X_2 represents perceived quality, X_3 represents brand loyalty. Hipothetically test through t test shwoed that independent variables except brand awareness, are proven significally affecting brand equity as the dependent variable. F test result show us that variables consit of brand awareness, perceived quality and brand loyalty are qualified to sampling the variable of brand equity. Adjusted R square resulting 0,695 means that 69,5 percent of brand equity varies can be explained by three independent variables in the regression equation. The rest of 30,5 percent are explained by other variables other than three variables that being used at this research.

Keyword : brand equity, brand awareness, perceived quality, brand loyalty