

## ABSTRACT

This research was based on phenomenon of brand competition from various companies in obtaining Top Brand Award. Consumers tend to believe in the brands that reached the Top Brand Award. The decline of the top brand index Indomilk for packaged liquid milk category about 6% from 2009-2010 indicate there were problems on brand equity of Indomilk. The problem in this research is "What is the effect of brand image and brand awareness on Brand Equity Indomilk". Brand image and brand awareness are likely to influence the brand equity and very important to build strong brand equity. Therefore the aim of this study is to analyze the influence of brand image and brand awareness on Brand Equity of Indomilk.

This research took samples from 100 respondents who have purchased or consumed Indomilk packaged liquid milk using purposive samples and accidental samples methods. Afterwards analyzing the obtained data both quantitatively and qualitatively methods. Qualitative analysis is the interpretation of data obtained in the field and analysis of open answers given by respondents, whereas quantitative analysis includes: reability and validity test, the classic assumption test, multiple linear regression analysis, F test, t test, and analysis of coefficient of determination ( $X^2$ )

The results of this research show that the brand image (X1) and brand awareness (X2) are proven significantly affect the brand equity (Y). Among the analyzed independent variables both brand awareness is a variable that has the greatest influence on the dependent variable followed by brand image.

Keywords: Brand Image, Brand Awareness and Brand Equity