ABSTRACT

This study against the background by increasing the competition in telecommunication industry in Indonesia and the emergence of new brands on market. This is impacting on sales of Nokia's mobile phone. This study aims to analyze and test the effect of the elements of brand equity such as brand awareness, perceived quality, brand association, and brand loyalty to brand equity of Nokia mobile phone products in Semarang.

After a literature review and hypothesis formulation, data collected through questionnaire method to 100 people consumer of Nokia mobile phones in Semarang which is obtained by using the Accidental Sampling technique. The conducted and analysis of data obtained with quantitative data. Quantitative data analysis are includes of : validity and reliability test, classical assumption test, multiple regression analysis, hypothesis test with t test and F test, also the coefficient of determination analysis (R^2).

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

$$Y = 0,251\ X_1 + 0,288\ X_2 + 0,256\ X_3 + 0,287\ X_4$$

Where the brand equity's variable (Y), brand awareness (X_1), perceived quality (X_2), brand association (X_3), and brand loyalty (X_4).Testing the hypothesis using the t test showed that the four independent variables of brand awareness,perceived quality, brand association, and brand loyalty of a positive significant influence to brand equity.Figures Adjusted R Square of 0,511 indicates that 51,1% of brand equity variation can be explained by the four independent variables in the regression equation. While the remaining 48,9% is explained by other variables outside the four variables used in this study.

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