

ABSTRACT

This study aims to determine the extent to which the brand (brand) Sympathy may affect any interest of consumers towards the brand sympathy. Brand is the spearhead of the company , although it must be supported by quality products and quality management but the brand is a reflection of the overall quality within the company. During the selection criteria is generally still at the technical level brand. Some of these criteria are: first memorability or easy to remember, both have a sense of fun, attractive, credible, suggestive, rich imagination; protectability third or reserved.

This study uses quantitative methods. Data were collected by questionnaire technique. Respondents for this study were use Simpati prepaid card users are still actively using the product in Semarang with the number of respondents 148 people. Quantitative methods include the validity and reliability, the classic assumption test, testing hypotheses through F test, t test and the coefficient of determination (R²). The data analysis technique used is the linear regression analysis. And in this study using Sobel test to detect variables that brand loyalty as an intervening variable. The findings indicate that Brand Image and Brand Awareness positive and significant impact on Brand Loyalty, Brand Loyalty subsequently accepted as a mediation of intervening in mediating Brand Image and Brand Awareness to Brand Equity.

Keywords: Brand Image, Brand Awareness, Brand Loyalty, dan Brand Equity