

## **ABSTRACT**

Developing brand equity is one of the significant parts of brand development. Developing *Consumer-Based Brand Equity* (CBBE) is the most researched approach. Brand equity is achieved if physiological relationship among consumer and brand, so it would create what called *brand resonance*. Marketers attempt to create brand resonance. This research examines influential factors of *brand resonance*.

This research is expected to answer the questions, *i.e.* how to improve *brand resonance* through *brand salience* and *perceived quality* by paying attention on *brand feeling*. The research is intended to test five hypotheses. First, higher *brand salience* will create higher *brand resonance*. Second, the higher *brand salience* will make higher purchase decision. Third, the higher purchase decision will establish higher *brand feeling*. Fourth, the higher *perceived quality* will boost higher *brand feeling*. Fifth, higher *brand feeling* will attract higher *brand resonance*.

The sample of research is Honda Tiger riders who are becoming the member of motorcycle club, having the purchase decision, and living in Semarang. A number of respondent is 125 people. The researcher uses SEM (*Structural Equation Model*) and AMOS 18 software to analyze data. Research model proposed can be accepted by assuming *Standardized Residual Covariance* value of 2.58 and *Determinant of Covariance Matrix* of 1882.404.

Measurement of exogenous and endogenous has been examined by using *confirmatory analysis*. Furthermore, it is analyzed by SEM (*Structural Equation Model*) to review causality related to affecting and affected variables of *brand salience*, *purchase decision*, *perceived quality*, *brand feeling*, and *brand resonance*. The tested result has required *goodness of fit : chi square* of 194.064; probability = 0.054; GFI of 0.869; AGFI = 0.832; CFI of 0.979; TLI of 0.975; RMSEA = 0.038; CMIN/DF of 1.183. According to the data analysis result, it can be concluded that the model can be accepted.

The conclusion of the research shows that improving brand resonance can be obtained by brand feeling which is gained from steadiness of purchase decision by brand salience and also the result of the research supports Keller's (1993) and Kim's research *et., al.* (2004)

Key words: *Brand salience, purchase decision, perceived quality, brand feeling, and brand resonance*