

ABSTRACT

The fact that Sony was top of mind brand prove that Sony have high brand equity. Nonetheless the other fact show that new brands such as Samsung and LG can have a rating exactly below sony's rating. Samsung and LG brand became a threat for Sony. Moreover debate around factors which can influence brand equity directly such as perceived quality and indirectly such as price premium, perceived price and price deal and a few research about prie premium still need more justification. This study will scrunitize the effect of price premium, perceived price and price deal toward perceived quality, and its impact toward brand equity.

Population in this study were all Sony's user in city of Semarang. Purposive sampling teknik used to take sample. 100 respondend took as sample. Data collected by using questionnaires, meanwhile AMOS software being employed to analyse the data.

The result shows that price premium and perceived price have positive and significant impact toward perceived quality, meanwhile price deal have negative and significant impact toward perceived quality. Moreover perceived quality have a positive and significant imapct toward brand equity. The model which tested in this study may fulfill the model's goodness of fit criterions.

Keywords : price premium, perceived price, price deal, perceived quality and brand equity