ABSTRACT

Donny Gozali (NIM 09.2.403) "ANALYSIS OF EFFECT OF BRAND EQUITY ON CONSUMER RESPONSE ON LEVI'S PRODUCTS IN PALEMBANG" under the guidance of Mrs. Clara Chatarina

This study aimed to examine the effect of brand equity consists of brand awareness, brand associations, perceived quality, and brand loyalty on consumer response Levi's products in Palembang. The stronger the brand equity, the more powerful it the confidence of consumers use a product that will produce a response from the consumers so as to make the company a profit from time to time even though competition in the global market is very tight between the various brands. The population in this study was the use Levi's products. The sample obtained in this study was 100 respondents. Hypothesis testing using multiple regression analysis with SPSS ver. 17.0. The test results showed that brand awareness $(X1)$, brand association $(X2)$, perceived quality $(X3)$ and brand loyalty $(X4)$ have an influence on consumer response to Levi's products in Palembang.

Keywords: brand equity, brand awareness, brand association, perceived quality, brand loyalty, consumer response, and Levi's.