



UNIVERSITAS TARUMANAGARA

FAKULTAS EKONOMI

JAKARTA

SKRIPSI

**PENGARUH *BRAND LOYALTY*, *BRAND AWARENESS*, DAN *BRAND TRUST*
TERHADAP *BRAND EQUITY* PADA PELANGGAN *WWW.TOKOPEDIA.COM* DI
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**UNTUK MEMENUHI SEBAGIAN DARI SYARAT-SYARAT GUNA MENCAPAI
GELAR SARJANA EKONOMI**

2017

ABSTRAK

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(A) MICHAEL (115120413)

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(C) +76 halaman, 2017, tabel 20, gambar 10, lampiran 6

(D) MANAJEMEN PEMASARAN

(E) **Abstract:**

This study was conducted to investigate the effect of brand loyalty, brand awareness, and brand trust on brand equity. The population of this research were consumers of www.tokopedia.com in Jakarta. The non-probabilistic convenience sampling method was used in this research. The method of data collection was conducted by distributing questionnaires to 150 respondents. The technique of data analysis used was regression analysis. Finding of this research showed that brand equity significantly affected by brand loyalty and brand trust, but not significantly with brand awareness.

(F) Daftar Acuan (1991-2015)

(G) Dr.Keni, S.E., M.M.