

EKUITAS MEREK PRODUK CAP KAKI TIGA: PENGUJIAN MODEL CONSUMER – BASED BRAND EQUITY

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This study examines consumer-based brand equity of Cap Kaki-label branding and relative significance of brand awareness, perceived quality, and brand association on brand I As' additional, this study aims to test the role of brand loyalty as a mediator on the relationship of its predictors on brand equity. A survey instrument was' developed, scale measures were pretested, and the final survey was administered directly to 210 respondents. Bused on Aaker's conceptual framework, a structural equation model (SEM) was designed to analyse the proposed relationships. A causal order between brand equity dimensions was established. The results suggest that the positive effects of brand awareness, perceived quality and brand association on brand loyalty, and overall brand equity are mediated by brand loyalty. Marketing managers should focus on brand loyalty in order to increase overall brand equity, and should give special attention to brand awareness, since it is the factor with the strongest impact on brand loyalty.

Keywords: consumer-based brand equity, brand awareness, perceived quality, brand association, brand loyalty, brand equity