

ABSTRACT

Bank BJB as West Java Regional Development Bank appointed as Bank Perception Tax Amnesty, creating T-Samsat service as a solution to facilitate taxpayers in paying motor vehicle tax. This study aims to analyze how the customer perceptions of brand equity is owned by Bank BJB through T-Samsat Bank BJB Main Office Bandung.

Brand equity is a set of assets and liabilities related to its products and services (1991) in Sudomo (2013). The brand equity dimension comprises brand awareness / brand association, quality perception, and brand loyalty of Yoo, Donthu and Lee (2000) in Tjiptono (2014). The analysis technique used is descriptive quantitative, top bottom two boxes and crosstab with chi square. The results of this study indicate that overall, customer perceptions of brand equity obtained by customers at T-Samsat Bank BJB Main Office Bandung in 2018 is already quite good. In addition, customer perceptions from this dimension, indicating the highest mean value in the dimension of quality perception. Brand awareness/ brand associations and brand loyalty have a bottom value on. And the respondents of the same gender and age gave different answers and had no relation.

Keywords: Perceptions, Brand Equity, Brand Awareness.