

ABSTRACT

Brand hold very important part, which is as a bridge for consumer's hope to a product or a company. So emotional relationship between consumer to a product or s company can be known. Measuring for the power of brand is to know how big four main element of a brand equity. Finally can give strategic planning to increase brand's power that can increase company's profit that come from business to business (B2B) process.

In this final project, made a sampling to four element of brand equity which is brand awareness, brand association, perceived quality, and brand loyalty. Object of sampling is audience of TV station in Bandung. The calculation of brand equity spare in four focus. Brand awareness sampling do with consumer know of TV station ranks in Bandung. Brand association sampling is association test which is adhere to Bandung TV station. In perceived quality calculated performance level and importance of association variable who had been chosen, than compare in cartesius diagram performance-inportance, and finally sampling of brand loyalty element.

From analysis can be know that brand of Bandung TV station is in 3rd position in top of mind and 7th in unaided brand recall. For brand association, Bandung TV station have associations which be brand image. In brand loyalty looks loyalties level of Bandung Tv audience, with 6,93 % committed costumer.

From this brand equity research can be know strength and weakness of Bandung TV station's brand that can make an exact strategic who can be consumer foundation business to business. Suggestion that can be done is with costumer bonding that can increase brand loyalty to Bandung TV station.

Keyword : Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty.

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