

## **ABSTRACT**

*Speedy as an internet service owned by PT.TELKOM is one of the options Internet Service Provider in Indonesia. Yet, along with tight competition in Internet services, Speedy needs to anticipate, that is by knowing how much the assets power owned by Speedy brand now. One of the assets owned by company is the brand.*

*This research aims to do analysis of brand equity Speedy internet services in Bandung. The research uses brand equity concept from Aaker (1991). It is consisted of four variables that are four main elements forming brand equity, namely brand awareness, brand association, perceived quality and brand loyalty. By knowing the analysis of Speedy brand equity, company can also know how much power of Speedy brand now, which can be used to arrange a strategic step in increasing brand equity in the future.*

*Based on the analysis of Speedy brand equity, known that speedy is not have strong brand equity. It can be seen from the four variables, only brand awareness variable has reached the highest stage, that is top of mind stage. Other three variables, brand association, perceived quality and brand loyalty, needs to be maintained and increased to achieve a strong Speedy brand equity.*

*Program recommendations are formulated based on data processing result, analysis, brainstorming with the company and also perform benchmark relevant programs in other companies. The program recommendations proposed in this research is enhancement Above the Line promotion, Feedback Evaluation, FAQ Problem Handling, Usage Notification, Progress Complain Handling Information and Speedy Frequent User.*

*Key words : brand equity, brand awareness, brand association, perceived quality, brand loyalty.*