

Abstract

At the moment the competition company engaged in food have been very tight not only on functional attributes of these products, but is already associated with a brand that is able to provide a special image for its users, the brand is one of the important factor in marketing activities. The high competition marked by the existence of a price war, advertising, and the transfer of consumer to other brands because of a promotion bid more attractive. In choosing a product or service, one of the things into consideration consumer is a brand. Brands that have the existence of high and put trust in society means having a high brand equity in particular brands of instant noodles indomie .

This research uses brand equity as the independent variable by variable sub brand awareness, perceptions of quality, Association of the brand, brand loyalty and consumer loyalty as the dependent variable. The data in this study were collected through the dissemination of questionnaires to 100 students/student of the Faculty of applied science as research samples. This includes research into the types of descriptive quantitative research. Methods of data analysis used in this study is a simple linear regression analysis method, the validity of the test, the reliability of the test, t-test and coefficient of determination. The research results showed that brand equity influence on consumer loyalty indomie of 44.60% and the remaining 55.40% not described in this study.

Keywords: Brand Equity, Brand Awareness, Quality Perceptions, Brand Associations, Brand Loyalty, Consumer Loyalty.