

ABSTRACT

In the hypermarket industry competition which from year to year is increasing, the old players in the hypermarket industry is still able to survive one of them is Carrefour. Because, in fact is not easy to enter the Indonesian market with the characteristics of this variety. Indonesian consumers tend to sort out in a particular social class with each other difficult to combine. This research in the wake of the problems associated with forming the Customer Based Brand Equity on Bandung Kiarcondong Carrefour Hypermarket. The purpose of this study was to determine the factors What are some of forming Customer Based Brand Equity in the hypermarket Carrefour in Kiarcondong Bandung and determine the dominant factor is forming a Customer-Based Brand Equity in the hypermarket Carrefour in Kiarcondong Bandung.

This research is a quantitative study which the data is analyzed with factor analysis sampling, the data was taken using nonprobability sampling techniques with incidental sampling sub technique. Respondents were 100 consumer of Carrefour hypermarket Kiarcondong Bandung.

The results showed 5 baseline factors into consumer preferences in using the products in the hypermarket Carrefour Kiarcondong Bandung include: Brand loyalty, percieved Quality, Brand Image, Brand Awareness, Brand Judgment. Based on the results of data processing is known that there are five sub-factors in sequence, namely: Brand Loyalty 75.1%, 85.8% percieved Quality, Brand Image 91.6%, 78.4% Brand Awareness and Brand Judgement 91%. The results showed also that in this study formed a new factor called factor of Brand Image of Carrefour as well as the most dominant factor, too.

Keyword: *Carrefour, customer-based brand equity, factor analysis, sharing economy*