

ABSTRACT

The use of motorized vehicles is increasing nowadays. Every year the number of motorized vehicles in Indonesia, especially motorbikes, has increased and DKI Jakarta is the region with the highest number of motorcycle in Indonesia. Honda, Yamaha and Kawasaki are the highest selling brands in Jakarta.

This research aims to find out the impact of brand equity dimension (brand awareness, brand association, perceived quality, and brand loyalty) and after sales service to build brand equity of Honda, Yamaha, and Kawasaki company in Jakarta. This research was conducted using quantitative methods with a sample of 254 respondents. The data collected using a questionnaire and *Structural Equation Modelling* used as analytical method.

As a result, Brand awareness has no significant effect while Perceived quality has a positive but not significant effect. Brand Association and Brand Loyalty, and After sales service have a positive and significant influence on overall brand equity on Honda, Yamaha and Kawasaki companies.

Keywords : *After sales service, brand association, brand awareness, brand equity, brand loyalty, perceived quality.*