

ABSTRACT

Melon (Melody Online) Indonesia is one of the digital entertainment companies located in Indonesia, the company provides digital music services. As it is known that the music streaming market continues to increase in accordance with the growing times. Looking at the phenomenon, there is still low awareness and performance in Langit Musik and the discovery of research gaps between brand awareness and brand reputation in previous research.

This study aims to measure the influence of brand awareness on brand trust, brand trust variables on brand reputation, brand reputation variables on brand performance, brand trust variables on brand performance, brand awareness variables on brand performance. Also on brand awareness variables to brand performance indirectly and brand awareness variables to brand reputation indirectly.

In this study using quantitative research methods as well as included in conclusive research with the type of typhus research. Data collection is done on users of Langit Musik service. This research uses ordinal scale and there are 24 question indicators, the hypothesis contained in this study was tested using structural equation modeling (SEM) research method processed using LISREL 8.8 software.

The results of this study showed that brand awareness has a positive and significant effect on brand trust and brand performance, brand trust variables have a positive and significant effect on brand reputation variables, brand reputation variables have a positive and significant effect on brand performance variables, brand trust variables have a positive and significant effect on brand performance, and brand awareness variables have a positive and significant effect on brand performance. , brand awareness variables have an indirect positive and significant effect on brand reputation.

It can be concluded that all hypotheses in this study are acceptable, where one variable can affect the other variable. Then there are suggestions for companies in this research, which need to improve promotion, trust, and reliability in services in order to improve the performance of Langit Musik services. Then for the next researcher is expected to add a purchase decision variable after the brand performance variable.

Keyword: *brand awareness, brand trust, brand reputation, brand performance, structural equation modeling.*