

ABSTRACT

This research is motivated by the increasing numbers of online trading site in Indonesia that offer various features and advantages, KASKUS with the Forum Jual Beli is one of the online trading site in Indonesia.

The number of online trading site in Indonesia led to many alternative options for using the site. In this situation the role of the brand is needed. According to Rangkuti (2009:15) states that the brand is an important factor in the competition and become a valuable corporate asset. Brand equity is very important for marketers because can increase consumer preference towards a brand. Analysis of brand equity is an activity to obtain information in order to develop the brand strategy into a strong brand.

The research method used is descriptive and causal. Research sampling carried with accidental sampling method, the number of respondents of 100 respondents. Then, for data analysis used descriptive analysis and multiple regression analysis to test the hypothesis using the F test and t test.

Responses of respondents about brand equity KASKUS is good. F-test results indicate that brand equity simultaneously positive and significant impact on the use of Forum Jual Beli. Results of t-test showed that there are 3 variables partially positive and significant effect of variable brand awareness, brand association and brand loyalty, while the perceived quality variable have not positive and significant effect. The coefficient of determination is 65%, the value can be interpreted that the level of influence of brand equity KASKUS to use Forum Jual Beli amounted to 65%, while the remaining 35% is influenced by other factors were not examined in this study.

Key Words : *Brand Equity, Uses and Gratification, Kaskus, Online Shop*