

Brand equity Fakultas Ekonomi Universitas "X" : studi kasus wilayah Jakarta

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20408896&lokasi=lokal>

Abstrak

The purposed of this research is to know brand equity in University "X" Faculty Economy. Method used for analysis is means score, correlation and regression. Sample is 346 respondents. The result show that mean score value of variables in which searched is more than 4, this means that respondents agree enough for statement in questioner. Correlation for variables searched shows there is relation between variables. Regression result shhows that brand awareness variable and brand association have no impact toward brand equity, while perceived quality and brand loyalty have impact toward brend equity.