ABSTRACT

Brand equity recognizes the value added of a product by consumers association and perceptions of a particular brand name. The role of brand equity in global marketing is very important, now brand becomes one of factors that can influence buying decision of customers.

In this research, take an object from Lembaga Bimbingan Belajar (LBB) XYZ. Data was collected from questionnaire which contents perception of respondent about all variable that was hypothesis can influence the association of costumers about brand LBB XYZ. Data was operationalized with Structural Equation Modelling methods that can describe the effect of variable for brand equity. This research uses LISREL 8.54 Versions software to simplified the methods. With this software, we can also find regression equation that can uses to looking for brand equity scores of each LBB.

The conclusions of this research, there was six variable can influence brand equity. There are top of mind advertising, top of mind brand awareness, brand satisfaction, brand loyalty, perceived quality and gain index. Between three LBBs that was benchmarked there was no significant differentiation between them in brand equity scores.

Keywords: Brand Equity, Structural Equation Modelling, Lembaga Bimbingan Belajar