SUMMARY

ERDIASA NURSAMAN. The Factors Affecting Brand Equity in Fruit Outlets Services; Case Study of Total Buah Segar. Supervised by UIJANG SUMARWAN and SETIADI DJOHAR.

The need of fruits and the number of fruit outlets in Jakarta showed increase, therefore the study on brand equity of fruit outlet services according to consumer’s perception is now required. The aim of this study was to analyze the factors affecting brand equity of fruit outlets services. Study data were collected in Jakarta from April to June 2014. Total sample of 160 respondents was achieved and analyzed by Structural Equation Modelling (SEM) method.

Aaker theory was used in this study which stated that brand equity has influenced by four variables: Brand Awareness, Brand Association, Brand Perceived Quality and Brand Loyalty. This study demonstrates the role of variables and their significance in shaping the brand equity of fruit outlets services.

Study results have shown that demographic profile of respondents who visited fruit outlet were female, aged 31-40 years, university in educational background, private employment and married. Some factors which may influence brand equity are brand loyalty and brand awareness. The brand equity of fruit outlets services influenced by brand loyalty with contribution of 0.71 and brand awareness with contribution of 0.58. Managerial implication that should be done is to increase promotional activities through advertising.

Key words: brand equity, brand awareness, brand association, brand perceived quality, brand loyalty