

## SUMMARY

ANNISA AZLINA. Brand Equity Analysis Beverage Cold-Press Juice Rejuve. Supervised by HARTOYO dan KIRBRANDOKO

This study aims to analyze the brand equity of Rejuve cold-press juice in the perspective of customers. A total of 250 respondents were taken as samples using convenience sampling techniques. Independent variabels used are product, price, outlet and promotion. The dependent variabels used are brand equity and brand equity dimensions consisting of brand awareness and association, brand perceived quality, and brand loyalty. Processing techniques and data analysis in this research is quantitative descriptive analysis.

The analysis tool used is SEM using LISREL 8.72 software. The results show that product and promotion have positive and significant effect on brand awareness and association. Products, booths and promotions have a positive and significant impact on quality. Products and prices have a positive and significant influence on brand loyalty. And there is a positive influence on all dimensions of brand equity to brand equity, but only the impression of quality and brand loyalty that significantly influence.

These results indicate that the better marketing efforts undertaken by the company will increase and strengthen the brand equity in the perspective of consumers.

Keywords: marketing mix, brand equity, SEM

