

## ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Awareness*, *Perceived quality*, dan *Brand Loyalty* terhadap *Brand Equity* Semen Gresik di Kecamatan Kebomas. Sampel dalam penelitian ini menggunakan rumus Ferdinand yaitu besarnya sampel ditentukan sebanyak 25 kali variable independen dan penelitian ini membutuhkan kecukupan sampel sebanyak 75 responden. Teknik analisis data menggunakan analisis regresi linear berganda. Hasil analisis regresi linear berganda membuktikan bahwa variabel *Brand Awareness* dan *Brand Loyalty* terbukti mempunyai pengaruh terhadap *Brand Equity* Semen Gresik di Kecamatan Kebomas, namun untuk variabel *Perceived Quality* terbukti tidak berpengaruh terhadap *Brand Equity*. Hasil tersebut dapat diartikan bahwa dengan adanya *Brand Awareness*, dan *Brand Loyalty* yang telah diterapkan dapat meningkatkan *Brand Equity* Semen Gresik di Kecamatan Kebomas.

**Kata kunci :** *Brand Awareness*, *Perceived quality*, *Brand Loyalty*, dan *Brand Equity*.

## ***ABSTRACT***

The purpose of this study was to to examine the effect to brand awareness, perceived quality, and brand loyalty of the brand equity Semen Gresik in Kecamatan Kebomas. Determination of the study sample in this study uses the Ferdinand formula, namely the amount of the sample determined is 25 times the independent variabel dan determination of the study sample consist of 75 respondent. Data analysis method using multiple linear regresision analysis. The results that the Brand Awareness and Brand Loyalty showed a influence on Brand Equity Semen Gresik in the Kecamatan Kebomas, but for the variabels Percived Quality to have no effect the brand equity. These results can be interpeted that with the presence of Brand Awareness and Brand Loyalty that has been implemented can increase Brand Equity.

**Key word :** *Brand Awareness, Perceived Quality, Brand Loyalty and Brand Equity*