

PENGUJIAN DIMENSI *BRAND EQUITY* PADA SEPATU NIKE DI  
SURABAYA

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui Pengaruh *Brand Association*, *Brand Loyalty*, *Brand Awareness*, *Brand Image* Terhadap Sepatu Nike di Surabaya. Penelitian ini dianalisis menggunakan *Structural Equation Modelling* dengan *software* SPSS 18.0 dan AMOS 22.0. Penelitian ini menggunakan sampel sebanyak 150 responden yang pernah menggunakan. Hasil penelitian yang diperoleh menunjukkan bahwa *Brand Association* memiliki pengaruh positif terhadap *Brand Equity*. *Brand Loyalty* memiliki pengaruh positif terhadap *Brand Equity*. *Brand Awareness* memiliki pengaruh positif terhadap *Brand Equity*. *Brand Image* memiliki pengaruh terhadap *Brand Equity*.

Kata Kunci: *Brand Association*, *Brand Loyalty*, *Brand Awareness*, *Brand Image*, *Brand Equity*.

*TESTING THE DIMENSIONS OF BRAND EQUITY ON NIKE SHOES IN  
SURABAYA*

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**ABSTRACT**

*The purpose of the study was to find out the young consumer insights on brand equity effects of brand association, brand loyalty, and brand image in the loyalty of Nike shoes. The research was analyzed using Structural Equation Modeling with SPSS 18.0 and AMOS 22.0 software. The study uses a sample of 150 respondents who have had culinary tours in Bandung. The results of this study prove that brand association has a positive influence on brand equity. Brand loyalty has a positive influence on brand equity. Brand awareness has a positive influence on brand equity. Brand image influences brand equity.*

*Keyword : Brand Association, Brand Loyalty, Brand Awareness, Brand Image, Brand Equity.*