

## INTISARI

Penelitian ini bertujuan untuk menganalisis faktor pembentuk *brand equity* pada merek *coffee house*. Obyek penelitian ini menggunakan merek Starbucks sebagai *coffee house* di Surabaya. Penelitian ini menyebarkan 100 kuesioner kepada responden.

Penelitian ini menggunakan program SPSS 18.0 *for Windows* yaitu dengan menggunakan analisis faktor. Pada analisis faktor pembentuk *brand equity*, penelitian ini menganalisis cerminan dari faktor *brand awareness*, *brand loyalty*, *perceived quality*, dan *brand image* terhadap *brand equity*. Hasil analisis faktor ini akan menunjukkan faktor mana yang paling mencerminkan *brand equity* pada Starbucks di Surabaya.

Hasil penelitian ini menunjukkan adanya cerminan dari faktor *brand awareness*, *brand loyalty*, *perceived quality*, dan *brand image* terhadap pembentuk *brand equity* pada Starbucks di Surabaya.

Kata kunci: *brand equity*, *brand awareness*, *brand loyalty*, *perceived quality*, and *brand image*.

## **ABSTRACT**

*The aim of this research is to analyse determinant factors of brand equity in a coffee house. The research object is Starbucks as one of the coffee house brands in Surabaya. In this research, one hundred questionnaires were distributed to the respondents.*

*The SPSS 18.0 for Windows program was used in this research, in which factor analysis was specified. Brand awareness, brand loyalty, perceived quality, and brand image were analyzed as the determinant factors of brand equity. The factor analysis results will show the dominant factor which represents brand equity of Starbucks in Surabaya.*

*The results of this research in these four factors (brand awareness, brand loyalty, perceived quality, and brand image) represent the brand equity of Starbucks in Surabaya.*

*Key words: brand equity, brand awareness, brand loyalty, perceived quality, and brand image.*

