ANALYSIS OF CONSUMER'S PERCEPTION OF BRAND EQUITY USING STRUCTURAL EQUATION MODELING
(Case Study : Telkomsel *Mobile Broadband Service User in* Yogyakarta)

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ABSTRACT

Brand equity is created not only by some dimensions of brand equity such as brand awareness, brand association, perceived quality, and brand loyalty but also created by marketing activities called antecedents of brand equity. This research used brand equity and antecedents of brand equity as a variables. The purpose of this research is to analyze consumer's perceptions of brand equity Mobile Broadband Service (MBS) or internet packages Telkomsel. The data was collected from 202 respondents in Yogyakarta with the majority of students. Respondents were obtained through questionnaires with the criteria of having/were using MBS Telkomsel. The data analysis method is Structural Equation Modeling (SEM). The results of SEM analysis indicate that that the structural model is acceptable (close fit) based on empirical theory. The structural model is used show that Telkomsel product brand equity, in this case MBS or internet package, are created by brand loyalty ans perceived brand association awareness. Brand loyalty with a significant positive influence to brand equity has the largest contribution, while the awareness of brand associations has a not significant positive influence to brand equity. Parameter estimates also show that the intensity of advertisements and products has a significant positive relationship to brand equity through brand loyalty.

Keywords : perception, brand equity, MBS Telkomsel, SEM