

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari *brand loyalty*, *brand awareness*, *brand image*, dan *perceived quality* terhadap *brand equity* pada MS Glow. Teknik pengumpulan data dilakukan dengan kuesioner berskala *likert* yang disebarakan secara online di *google form*. Adapun teknik pengambilan sampel menggunakan *purposive sampling*. Data diambil dari 202 responden dan dianalisis dengan menggunakan SPSS 26 dan SEM Lisrel 8.8. Responden diambil dari pengguna MS Glow yang bertempat tinggal di Kabupaten Tangerang. Berdasarkan hasil pengujian, ditemukan bahwa variabel *brand loyalty*, *brand awareness*, dan *perceived quality* memiliki hubungan positif dan pengaruh yang signifikan terhadap *brand equity* dan variabel *brand image* tidak berpengaruh positif terhadap *brand equity*.

Kata Kunci : *Brand Loyalty*, *Brand Awareness*, *Brand Image*, *Perceived Quality*, dan *Brand Equity*

ABSTRACT

This study aims to determine the effect of brand loyalty, brand awareness, brand image, and perceived quality on MS Glow. The data collection technique was carried out by distributing Likert questionnaires which were distributed online on the Google Form. The sampling technique uses purposive sampling. Data were taken from 202 respondents and analyzed using SPSS 26 and SEM Lisrel 8.8. Respondents were taken from MS Glow users who live in Tangerang Regency. Based on the test results, it was found that the variables brand loyalty, brand awareness, and perceived quality had a positive and significant influence on brand equity and brand image had no positive effect and did not support brand equity.

Keywords: Brand Loyalty, Brand Awareness, Brand Image, Perceived Quality, and Brand Equity