ABSTRACT

Rika Kartini / 21408007 / *Analysis of Brand Equity Coffee Morning Glory At PT. Morning Glory International Branch Bandung* / Under Guidance Dra. Rahma Wahdiniwaty, M.Si.

Brand equity is very important in providing a product brand name and brand equity also has a very important role to promote a company, this is done considering the tight competition in Indonesia especially in Jakarta so that the company should be able to retain customers. In earlier times many companies are paying less attention to Brand Equity in delivering a brand, so customers are less remembered among other competing products that have been clever to have the brand equity that gives greater profits as well as the most satisfying of the brand. Marketing is basically building a brand in the minds of consumers. Brand strength lies in its ability to influence buying behavior. Brand is believed to have great power to lure people to buy products or services it represents. Brand products developed into the largest asset and source of an important factor in the company's marketing activities.

The purpose of this research was to determine the respondents about the Morning Glory Coffee brand equity in PT. Morning Glory International Branch Bandung.

The method used in preparing the Final Project report uses descriptive method of research that describes a company's actual circumstances. The sampling conducted in this research is to use random sampling with a sample size of 100 respondents, and data collection techniques using field studies (observations, interviews, questionnaires) and literature study.

From the analysis and discussion of the respondents to the Brand Equity Coffee Morning Glory At PT. Morning Glory International Branch Bandung indicates that respondents highly valued brand equity or received by the respondent. So that the coffee morning glory need to maintain what has been assessed positively by respondents. Respondents scoring value of Brand Equity for 4225 (70.41%)

Keywords: Brand Equity