ABSTRACT

Ayu Octavany J / 21408016 / ***Kappa Shoes Brand Equity Analysis (Case Study In Stores Shoes Kappa In Bandung Indah Plaza)*** **/ Under Guidance Oman Sukirman,SE.,M.M.**

With a brand owned by the company will be stronger if it has strong brand equity as well. Strong brand equity will lead to a sense of comfort, increase confidence in the use of, and ultimately will create satisfaction for its customers. With a strong brand equity will also be easier to boost your product or business in another of the company. Similarly, brand equity conducted Kappa Shoes Shop located in Bandung Indah Plaza was rated as good, this is because the brand equity that was created has been rated well by consumers. Although it has been rated good, but the Kappa Shoes Shop should be able to continue to maintain what has been assessed both by respondents and continues to enhance the brand equity that has been created at this time so get a much better assessment again in the eyes of consumers.

The purpose of this study was to determine how consumer responses on brand equity in Stores Shoes Kappa shoes Kappa in Bandung Indah Plaza.The method used in the preparation of this final project is to use a descriptive method that is a study that describes the circumstances in which actually company. The technique of sampling conducted in this study that is using random sampling with a sample of 50 respondents and data collection techniques by using a field study (observation, interviews, and questionnaires), and literary study.

From the analysis and discussion of the responses obtained against the equity in the brand shoes Kappa, Kappa Shoe Stores in Bandung Indah Plaza, showing the results of that brand equity is achieved by highly rated, with the value obtained for 2098 (69.93%).

Keywords: Brand Equity