

ABSTRACT

Luxury brands involve high brand equity and are typically characterized by high quality and premium prices. The jewelry market in Indonesia generated a revenue of US\$2.16 billion in 2014, and this index is projected to experience an annual growth rate of 3.72%. It has become difficult for Pandora to maintain its brand equity due to the selective preferences of the Indonesian public when it comes to choosing jewelry brands. This is because the price of Pandora jewelry, which ranges in the millions, causes Indonesian consumers to be more selective when purchasing jewelry that is not made of gold. Indonesian consumers still have the stigma that the jewelry they buy should be items that will provide a high return when sold, similar to gold, whose selling price follows the daily gold price index. It is known that Pandora jewelry is not made of gold but rather of sterling silver. Based on pre-research, it is known that the brand equity of Pandora in the DKI Jakarta Province among its consumers is relatively low, as the majority of responses to each statement provided were "maybe" and "no."

This study uses Pandora bracelet consumer as the object of research, then sampling is done using purposive sampling and has several criteria. The sample in this study were 200 respondents who were over 17 years old, domiciled in DKI Jakarta and have ever purchased Pandora bracelet/ owned Pandora bracelet within the last 1 (one) year. The data collected will be analyzed using the CB-SEM (Covariance-Based Structural Equation Modeling) method and processed with AMOS software.

The research findings indicate that based on the 10 hypotheses in this study, it was found that 9 hypotheses were accepted and 1 hypothesis was rejected. There are H_a that are accepted, namely Brand Identification has a positive influence on Brand Love for Pandora bracelets, Brand Experience has a positive influence on Brand Love for Pandora bracelets, Brand Personality has a positive influence on Brand Love for Pandora bracelets, Brand Identification has a positive influence on Brand Equity for Pandora bracelets, Brand Experience has a positive influence on Brand Equity for Pandora bracelets, Brand Personality has a positive influence on Brand Equity for Pandora bracelets, Brand Love has a positive influence on Brand Equity for Pandora bracelets, Brand Identification has a positive influence on Brand Equity through Brand Love for Pandora bracelets and Brand Experience has a positive influence on Brand Equity through Brand Love for Pandora bracelets. While the rejected H_a is the influence between Brand Personality on Brand Equity through Brand Love.

Keywords: Brand Identification, Brand Experience, Brand Personality, Brand Love, Brand Equity, Pandora Bracelet