

ABSTRACT

This study against the background by increasing competition in sports footwear industry in Indonesia and the emergence of new brands on the market. This is impacting on sales of Adidas sneakers. This study aims to analyze and test the effect of the elements of brand loyalty to the brand equity of products Adidas brand sports shoes.

After a literature review and hypothesis formulation, data collected through questionnaire method 96 people consumer users in Semarang Adidas sports shoes which is obtained by using the technique Accidental Sampling. Then Conducted and analysis of data obtained with quantitative data. Quantitative data analysis includes: validity and reliability, the classical assumption test, multiple regression analysis, hypothesis testing via t test and F test, and analysis of the coefficient of determination (R²).

Data that have met the test validity, test reliability and test te assumptions of classical processed with SPSS (Statistical Package for Scial Science) for Windows 17 so as to produce a regression equation as follows:

$$Y = 0,178 X_1 + 0,217 X_2 + 0,232 X_3 + 0,337 X_4$$

Where the brand ekuity variable (Y), brand awareness (X1), perceived quality (X2), brand association (X3), and brand loyalty (X4). Testing the hypothesis using the t test showed that the four independent variables of brand awareness, perceived quality, brand association, an brand loyalty of a significant positive influence on brand equity. Then the F test can be known throught the four independent variables in the variables test dependent ekuity brand. Figures Adjuted R Square of 0,540 indicates that 54 percent of variation of brand equity can be explained by the four independent variables in the regression equation. While the remaining 46 percent is explained by variables other than the four variables used in this study.

Keyword: brand equity, brand awareness, perceived quality, Brand association brand loyalty.