

# How to Increase Brand Equity and Brand Loyalty?

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**Abstract:- Erlangga is a leading book publishing company in Indonesia, especially in Samarinda. The study aims to relationship: (1) Customer Experience and Brand Awareness directly on Brand Equity; (2) Customer Experience, Brand Awareness, and Brand Equity directly to increase Brand Loyalty; and (3) Customer Experience and Brand Awareness indirectly on Brand Loyalty through Brand Equity. The types of research are descriptive and verification based on explanatory surveys for 4 months (June to September 2019). The sample size is 150 permanent consumers of Erlangga Publishers who use published books from various levels of education in Samarinda City. The research model was designed using Path Analysis with the SPSS 24 software. The results of statistical calculations state that: (1) Customer Experience and Brand Awareness directly have a positive and significant effect on Brand Equity; (2) Customer Experience, Brand Awareness, and Brand Equity directly have a positive and significant effect to improve Brand Loyalty; and (3) Customer Experience and Brand Awareness indirectly have a positive and significant effect to improve Brand Loyalty through Brand Equity.**

**Keywords:-** Customer Experience; Brand Awareness; Brand Equity; Brand Loyalty.

## I. INTRODUCTION

In Indonesia, there are companies that are engaged in book publishing or who are science consultants, one of which is Erlangga. Erlangga is a leading book publishing company in Indonesia, especially in Samarinda. The Erlangga Publisher (Samarinda Branch) has marketed various types and types of books, both those related to education, or books based on other general knowledge.

Brand equity and brand loyalty become an interesting topic discussed at Erlangga Publisher (Samarinda Branch). This company is one of the largest book publishing companies in Indonesia, which provides the dominant contribution in the development of education and the improvement of knowledge through distribution, as well as the procurement of books of various parties (both

educational and non-educational). So, it can be said with these conditions, this company automatically has a number of employees that are not small, considering almost all regions of Indonesia. In this study, focused specifically on how the impact of customer experience and brand awareness in building brand loyalty through brand equity.

Apart from brand equity and loyalty, Erlangga Publisher (Samarinda Branch) must be able to create customer experience and brand awareness. This was revealed by Smith & Wheeler (2012), by adding experience, consumers will feel the benefits gained by consumers will increase compared to what has to be spent (in this case the role of perceived quality is very important). According to Chen & Chang (2013), perceived quality and the addition of customer experience, can increase the reputation of a brand. This is important for Erlangga Publisher, for example, because as a national book-based printing company, brand reputation is a reason for measuring the quality of a company. Aaker (2011) argues that brand reputation can be defined as perceptions about quality related to company names, aiming for reputation showing quality to the community. Reputation as surplus value is the advantage compared to competitors. Reputation is an important element for the success of a book published by Erlangga.

The book sales data published by Erlangga (Samarinda Branch) has increased significantly from year to year. This was proven for 3 years, the volume of books sold in 2017 was 38,141 units, an increase in 2018 which was 44,051 units, and the last year reached 46,928 units. Based on the overall level of education (Elementary School to Higher Education) also experienced a drastic increase. When detailed based on these levels, then elementary school education is more dominant among others. Meanwhile, Junior High School as the second highest volume of book sales and followed by the High School level in the 3<sup>rd</sup> to 4<sup>th</sup> place are General, Higher Education (5<sup>th</sup> place) and finally is Kindergarten. An interesting thing that can be explored is for Universities, where at this level apparently books sales are still below expectations and interests to buy, and awareness of reading books is still low.

Regarding the consumer market, there are so many unidentified consumers, that it is difficult for companies to build personal relationships with each customer (Lau & Lee, 1999). Another way for marketers to build personal relationships with customers is through a symbol, the brand. In this situation, the brand acts as a substitute for the person-to-person relationship between the company and its customers, then trust can be built through the brand. Brand loyalty is behavioral intention to buy a product and encourage others to do the same. Of course this can provide great rewards for companies, especially if this loyalty is long-term and cumulative. The longer the loyalty of a customer, the greater the profit earned by the company from these customers. Consumers often give more products based on the brand and then the quality offered by the product or service (Aaker, 1996).

Andrology (2014) in its findings, shows that Brand Image and Brand Awareness have a positive and significant effect on Brand Loyalty, then Brand Loyalty is accepted as an intervening media in mediating Brand Image and Brand Awareness of Brand Equity. Meanwhile, from a previous study by Naggar & Bandary (2017) in his journal revealed, if experience is proven to have a direct relationship on the components of brand equity, brand trust, and brand loyalty. The findings confirm the direct relationship between the two elements of brand equity and brand trust. Both variables emphasize the role of service performance from the customer's perspective, in reducing perceived risk, thus building trust. The problem of brand associations and perceived quality and their influence on trust are raised by several studies in the service literature.

## II. HYPOTHESIS DEVELOPMENT

### A. Customer Experience and Brand Equity

Customer experience provides evidence of direct effects on the dimensions of brand equity and indirect effects on overall brand equity. In professional services, understanding customer experience before purchasing decisions contributes to their brand loyalty (Bennett et. al, 2005). Brand loyalty is developed through positive experience with the brand (Mascarenhas et. al, 2006; Murray, 1991; Sheth, 1968). Conversely, negative experiences can lead to the cessation of purchasing decisions of a product or service (Aaker, 2007; Hoch, 2002).  
*H<sub>1</sub>: There is a relationship between customer experience and brand equity.*

### B. Brand Awareness and Brand Equity

Brand awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category. The role of brand awareness in overall brand equity depends on the level of awareness achieved by a brand. The role of brand awareness in overall brand equity, depends and to what extent the level of awareness achieved by a brand. Brand awareness means the ability of a prospective buyer to recognize or recall that a brand is part and category of certain products (Duriyanto, et.al, 2004). Brand awareness describes the presence of a brand in the minds of consumers, which can be decisive in several

categories and usually have a key role in brand equity. Increasing awareness is a mechanism for expanding brand markets.

*H<sub>2</sub>: There is a relationship between brand awareness and brand equity.*

### C. Customer Experience and Brand Loyalty

The experience that customers have felt while consuming a product or service will act as one of the main factors that has a significant influence on brand loyalty (Yu, 2010). The final results of the study based on these data lead to an understanding that brand loyalty is one of the dependent variables on customer experience. Study by Mascarenhas et. al (2006), states that customer experience includes physical momentum, non-physical momentum, and so on. The stronger or more positive customer experience perceived by customers in the form of these three aspects, drives up the level of customer loyalty from the global disloyalty to the platinum loyalty.

*H<sub>3</sub>: There is a relationship customer experience and brand loyalty.*

### D. Brand Awareness and Brand Loyalty

Brand awareness shows the ability of a buyer or prospective buyer to recognize or recall that a brand, is part of a particular brand category. The role of brand awareness in overall brand equity, depends on the level of awareness achieved by a brand. Brand awareness, will encourage consumers to continue at the level of brand loyalty. The higher the level of brand awareness in the eyes of consumers, the more embedded a brand will be in the minds of consumers, so the greater the possibility of a brand being considered in every purchase and the more likely it will be chosen by consumers. Brand awareness requires continuity from customers in choosing a product, because the first feeling in using the product, can represent the belief that there is only one brand that represents in a product category.  
*H<sub>4</sub>: There is a relationship brand awareness and brand loyalty.*

### E. Brand Equity and Brand Loyalty

Brand loyalty is a commitment of someone to buy back a product or service consistently in the future (Emari et. al, 2012). Sedaghat et. al (2012) also defines brand loyalty as the advantageous nature of the results of the purchase of products and services consistently over time. Brand loyalty describes attitudes, behavior, and customer perspectives on a product or service. It can be said, that brand loyalty as someone's loyalty to a brand and may be able to influence the expansion of a brand's market share. A person can be loyal to a brand, if they see some unique value that cannot be found in other products or services and must pay more for other brands. Brand loyalty is considered as the strongest path to brand equity and has a positive and direct role in brand equity. Brand loyalty was also found to be a major contributor to brand equity development (Yoo et. al, 2000). Loyalty has a strong impact, which shows an important role of developing brand loyalty towards brand equity. Loyalty to the brand has been considered to be the basis for the formation of brand equity and is the core of brand equity.

H<sub>5</sub>: There is a relationship brand equity and brand loyalty.

F. Research Model

Changes in the world economy at this time had a sharp effect on the world of commerce which resulted in intense competition. The increasingly intense competition requires each company to increase various competitive advantages in the products it produces, making it possible to achieve more success than other companies. To facilitate research activities, the conceptual framework is shown as follows:

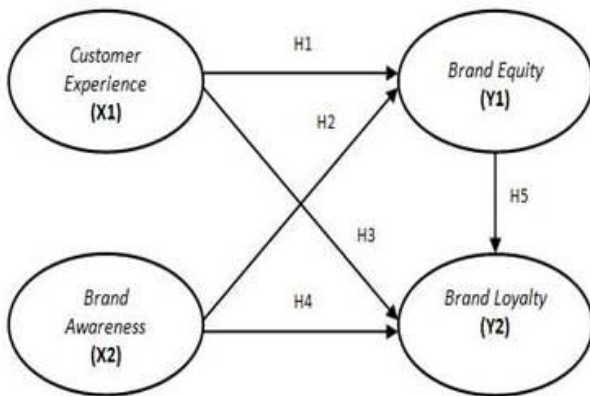


Fig 1:- Conceptual Framework

III. METHODOLOGY

A. Research Design

Based on consideration of the research objectives and variables studied, the method used in this research is descriptive and verification research methods. According to Arikunto (2002), descriptive research is research that aims to obtain a description of the characteristics of variables. Descriptive research is research that is designed to describe the characteristics of a phenomenon or population without changing it.

Arikunto (2002) suggests that the nature of verification research basically wants to test the truth of a research hypothesis that is carried out through data collection in the field. In this study, the truth of the hypothesis will be tested through data collection in the field, in this case conducted through a survey of consumers of the Erlangga Publisher (Samarinda Branch).

B. Population and Sample

Population is a collection of all similar elements that are the object of research, but can be distinguished from one another (Supranto, 2003). The population of this study is all permanent consumers of Erlangga Publisher who use books (teaching materials) of various authors, editions, and years of publication used by all education circles (elementary to tertiary levels) in Samarinda City during June-September 2019. Considering the large number the number of permanent consumers from the Erlangga Publisher (Samarinda Branch), the study population will be narrowed by the sample model.

Results from established samples represent the characteristics and characteristics of existing populations.

The sampling technique in this study is non probability sampling, which is a sampling technique that does not use the opportunity selection procedure but relies on the personal judgment of the researcher (Malhotra, 2005).

The conditions for determining the sample in purposive sampling are: (1) The determination of population characteristics is carried out carefully in the preliminary study; (2) Sampling must be based on certain characteristics, characteristics or characteristics, which are the main characteristics of the population; and (3) Subjects taken as samples really are subjects that contain the most features found in the population.

The sample size determined was 150 respondents. According to Sugiyono (2009), the total sample size of 100 is considered to represent the minimum number of samples for correlational data of at least 30 samples. Criteria for prospective respondents who are considered suitable or not are based on the following characteristics: (1) Consumers are still published books (various authors, editions and years, as well as levels of education) Erlangga Publisher in Samarinda City; (2) Residing in Samarinda City and having the age of 17 years and above; (3) Willing to fill out questionnaires for research purposes; and (4) Minimum has been a consumer for 3 years.

C. Data Instrument

Determination of data sources is done to determine the type of data to be used. The type of primary data obtained through interviews from respondents obtained by researchers directly through questionnaires in the field with the population and the sample that has been determined to support the variables used in the study. Primary data is also referred to as original data or new data that has the nature of up to date (Suryana, 2007).

The type of questions in the questionnaire are closed and open questions where respondents are asked to make choices among a series of alternatives provided by the researcher (Sekaran, 2006). Data scale of respondents' answers to research questions using the *Agree-Disagree Scale* that produces answers strongly disagree - answers strongly agree in the range of values from 1 to 10 (Ferdinand, 2006).

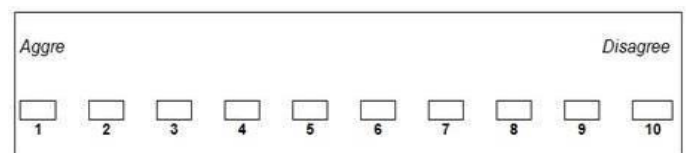


Fig 2:- Scale of Respondent Statement Measurement

For open questions used to obtain responses, opinions or ideas of respondents freely useful to support respondents' answers to closed questions. In this study, to facilitate respondents in answering the questionnaire, the rating scale is as follows: Scale 5-1 (tends to disagree); Scale 6-1 (tends to agree); Heading to 1 (increasingly disagree); and Reach 10 (agree more).

**D. Analysis Tools**

According to Retherford (1993), path analysis is a technique for analyzing cause and effect relationships that occur in multiple regression if the independent variables affect the dependent variable not only directly but also indirectly. Meanwhile, path analysis is a direct development of multiple regression forms with the aim of providing estimates of the magnitude and significance of hypothetical causal relationships in a set of variables (Sunyoto, 2012). The data obtained were analyzed using path analysis, the analysis is used by the authors to predict how the situation (ups and downs) of exogeneous variables with two or more endogeneous variables (Riduwan & Kuncoro, 2012).

Sarwono (2012) states that the path coefficient in path analysis can be composed into four components, namely: direct effect, indirect effect, indirect component, and spurious component.

In this study, there is an intervening variable, Brand Equity (Y1). According to Baron & Kenny (1986), variable is called an intervening variable, if the variable also influences the relationship between the independent variable and the dependent variable. That is, the effect of the independent variable on the dependent variable can be direct, but it can also be through intermediaries or mediating variables.

Mediation hypothesis testing can be done with the Sobel Test procedure. Sobel test is done by testing the strength of the indirect effect of the independent variable (X) to the dependent variable (Y) through the intervening variable (M). The indirect effect of X to Y through M is calculated by multiplying paths X - M (a) by lines M - Y (b) or ab. So the coefficient  $ab = (c-c')$  where c is the effect of X on Y without controlling M, while c' is the coefficient of effect X on Y after controlling M. Standard error coefficients a and b are written with  $S_a$  and  $S_b$ , the magnitude of the effect error indirect effect.  $S_{ab}$  calculated by the formula below:

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2} \tag{1}$$

To test the significance of the indirect effect, we need to calculate the t value of the coefficient using the following formula:

$$t = \frac{ab}{S_{ab}} \tag{2}$$

**IV. EMPIRICAL FINDING**

**A. Questionnaire Testing**

After the questionnaire as a measurement or data collection tool has been compiled, it does not mean that the questionnaire can be directly used to collect data. The questionnaire can be used as a measurement of research must be tested for validity and reliability. For this reason, the questionnaire must be tested "trial". The response used for the trial, should have the characteristics of respondents

from the place where the research must be carried out (Notoadmodjo, 2005).

The validity test can be said to be valid if all indicators in the study have a Pearson correlation value of > 0.50. It can be seen that the whole question items on the variables (X1; X2; Y1; and Y2) have a total Pearson correlation value above 0.160, so it can be said that the instrument items are already valid. Based on that, the data validity test results can be seen in Table 1.

Dimension	Item	Total Pearson Correlation	r standart	Note
Customer Experience (X1)	X1.1	0.458	0.160	Valid
	X1.2	0.916	0.160	Valid
	X1.3	0.906	0.160	Valid
	X1.4	0.637	0.160	Valid
	X1.5	0.465	0.160	Valid
Brand Awareness (X2)	X2.1	0.877	0.160	Valid
	X2.2	0.753	0.160	Valid
	X2.3	0.827	0.160	Valid
	X2.4	0.749	0.160	Valid
Brand Equity (Y1)	Y1.1	0.615	0.160	Valid
	Y1.2	0.503	0.160	Valid
	Y1.3	0.603	0.160	Valid
	Y1.4	0.372	0.160	Valid
	Y1.5	0.802	0.160	Valid
	Y1.6	0.271	0.160	Valid
	Y1.7	0.308	0.160	Valid
	Y1.8	0.389	0.160	Valid
	Y1.9	0.631	0.160	Valid
	Y1.10	0.306	0.160	Valid
Brand Loyalty (Y2)	Y2.1	0.627	0.160	Valid
	Y2.2	0.629	0.160	Valid
	Y2.3	0.671	0.160	Valid
	Y2.4	0.554	0.160	Valid
	Y2.5	0.776	0.160	Valid

Table 1:- Validity Test Results  
Source: SPSS Output (2019)

Reliability test is used to determine the consistency of the measuring instrument, whether the measuring instrument can be relied upon for further use. The reliability test results in this study used the Cronbach's alpha coefficient, according to Ghazali (2011) that the instrument was said to be reliable if it had a Cronbach's alpha coefficient equal to 0.60 or more. The results of the data reliability test can be seen in Table 2.

No.	Research Variable	Cronbach's Alpha	Note
1.	Customer Experience (X1)	0.876	Reliable
2.	Brand Awareness (X2)	0.855	Reliable
3.	Brand Equity (Y1)	0.860	Reliable
4.	Brand Loyalty (Y2)	0.854	Reliable

Table 2:- Reliability Test Results  
Source: SPSS Output (2019)

Based on the reliability test results above, it can be seen that the Cronbach Alpha value for each variable: Customer Experience (0.876), Brand Awareness (0.855), Brand Equity (0.860), and Brand Loyalty (0.854) is greater than 0.6. This shows that the indicators in this study, can be said to be reliable using exogenous variables namely Customer Experience (X1) and Brand Awareness (X2), intervening Brand Equity (Y1) variables, and endogenous variables are Brand Loyalty (Y). Thus, it can be concluded that all items measuring the variables of the questionnaire are reliable and means that the questionnaire used in this study is a reliable questionnaire.

**B. Calculation of Path Analysis**

This section describes each path in the model using path analysis. Each track tested shows the influence of Customer Experience and Brand Awareness on Brand Equity and Brand Loyalty. Before testing whether there is a direct or indirect influence, each path is tested for significance first. If there is an insignificant path, trimming theory is applied, namely by removing or removing the insignificant path. Then, the results of the new structure are calculated again for each path coefficient. By knowing the significance of each of these pathways, will answer whether the proposed hypothesis is accepted or rejected. Each path tested represents the hypothesis in this study.

Based on these results it is known the magnitude of direct and indirect influence, and the effect of total Customer Experience (X1) and Brand Awareness (X2) as exogenous variables to endogenous namely Brand Loyalty (Y2) through Brand Equity (Y1) as intervening variables. The results of path analysis and hypothesis testing are explained below:

Hypothesis	Variable	Coefficient	Sig	Result
1	X1 ---> Y1	0.156	0.027	Significant
2	X2 ---> Y1	0.529	0.000	Significant
3	X1 ---> Y2	0.219	0.001	Significant
4	X2 ---> Y2	0.421	0.000	Significant
5	Y1 ---> Y2	0.199	0.011	Significant

Table 3:- Path Coefficient and Hypothesis Testing  
Source: SPSS Output (2019)

Total effect is the sum of direct effects with indirect effects with this provision, then the total effect can be calculated by calculating equations (1) and (2) substituted below:

$$Y1 = 0,156 X1 + 0,529 X2 \tag{3}$$

$$Y2 = 0,219 X1 + 0,421 X2 + 0,199 Y1 \tag{4}$$

Based on the two equations, the total effect can be obtained, namely:

$$Y \text{ total} = 0,156 X1 + 0,529 X2 + 0,199 Y1 \tag{5}$$

$$= 0,156 X1 + 0,529 X2 + 0,043 X1 + 0,083 X2 \tag{6}$$

$$= 0,199 X1 + 0,612 X2 \tag{7}$$

With the results of these equations, the total effect of all research variables can be explained as follows:

Var.	Direct Effect		Indirect Effect		Total Effect	
	Y1	Y2	Y1 ---> Y2	Σ	Y2	Σ
X1	0.156	0.219	0.199	0.156 x 0.199 = 0.031	0.219	0.219 + 0.031 = 0.250
X2	0.529	0.421		0.529 x 0.199 = 0.105	0.421	0.421 + 0.105 = 0.526
Y1	-	0.199		-	0.199	-

Table 4:- Total Influence of Variables  
Source: SPSS Output (2019)

It can be concluded that the direct effect of Brand Awareness on Brand Equity has the greatest path coefficient (0.529) in model 1, when compared to the Customer Experience direct path coefficient on Brand Equity (0.156). From model 2, the path coefficient of Brand Awareness also has the highest coefficient (0.421), when compared to Customer Experience (0.219), and Brand Equity (0.199) against Brand Loyalty.

The indirect effect between Customer Experience on Brand Loyalty through Brand Equity is a path coefficient of 0.031 (positive). Thus, the hypothesis put forward was accepted. Meanwhile, the indirect effect of Brand Awareness on Brand Loyalty through Brand Equity is a path coefficient of 0.105 (positive). Thus, the hypothesis put forward was accepted.

Reviewing from Table 4, each path can be described as follows (complete model):

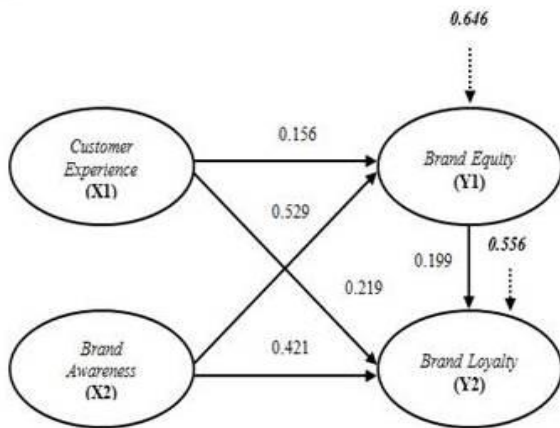


Fig 3:- Complete Relationship Structure of the Path

Broadly speaking, it can be concluded that from model 1 and model 2 (direct influence), all variables used in the research model have a positive influence. This is also in line with the indirect effect, which is positive.

C. Sobel Test Results

According to Baron & Penny (1986), a variable is called an intervening variable if it influences the relationship between an exogenous variable and an endogenous variable. Testing mediation hypotheses can be done by a procedure developed by Sobel (1982) and known as the sobel test.

Fig 4:- Sobel X1 Test against Y2 through Y1  
Source: <http://quantpsy.org/sobel/sobel.htm> (2019)

By calculating the indirect effect of Customer Experience on Brand Loyalty through Brand Equity, by multiplying paths X1 - Y1 (a) with paths Y1 - Y2 (b) or ab (0.156 x 0.199) and entering the standard error path a (0.058) and path b (0.051) on the multiple test. The indirect effect of Customer Experience on Brand Loyalty through Brand Equity is a path coefficient of 0.031 (positive) with a probability of 2.214 (sig > 1.96), or in other words a positive and significant impact. Therefore, the hypothesis put forward was accepted (see Figure 4).

Fig 5:- Sobel X2 Test against Y2 through Y1  
Source: <http://quantpsy.org/sobel/sobel.htm> (2019)

Figure 5 explains the indirect effect of Brand Awareness on Brand Loyalty through Brand Equity, by multiplying paths X1 - Y1 (a) with paths Y1 - Y2 (b) or ab (0.529 x 0.199) and entering standard path errors a (0.091) and lane b (0.051) on the multiple test. The indirect effect of Brand Awareness on Brand Loyalty through Brand Equity is a path coefficient of 0.105 (positive) with a probability of 3.239 (sig > 1.96), or in other words a positive and significant impact. Therefore, the hypothesis put forward was accepted.

V. CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of research and discussion, the conclusions that can be drawn are:

- Customer experience has a positive and significant effect on brand equity. Advertising is an activity carried out by the company to inform and introduce products published by Erlangga to consumers in the city of Samarinda. Advertising is non-personal and structured communication consisting of: information, usually paid for, and persuasive in nature, about products (goods, services, and ideas) by sponsors identified through various media.
- Brand awareness has a positive and significant effect on brand equity. Brand awareness describes the existence of a book brand from Erlangga Publisher in the minds of consumers, which can be decisive in several categories and usually has a key role in brand equity. Raising awareness is a mechanism for expanding the brand market, especially in Samarinda.
- Customer experience has a positive and significant influence to increase brand loyalty. Customer experience in this connection, as a sensation of feelings, cognition and consumer responses generated by the book brand published by Erlangga, related to stimuli caused by brand design, brand identity, marketing communications,

- people, and the book brand environment that has been marketed in Samarinda City and around it.
- Brand awareness has a positive and significant influence to increase brand loyalty. The role of brand awareness in overall brand equity, depends on the level of awareness achieved by the brand of the book. Brand awareness, will encourage consumers to continue at the level of brand loyalty. The higher brand awareness of Erlangga's book brand in the eyes of consumers, the more brand will be embedded in the minds of consumers.
  - Brand Equity has a positive and significant effect on increasing brand loyalty. Brand loyalty is the heart of brand equity. If the brand loyalty of the book increases, the vulnerability of the customer group from the attack of competitors Erlangga Publisher can be reduced. This is an indicator of brand equity related to profitability in the future, because brand loyalty can directly be interpreted as sales in the future.
  - Customer experience has a positive and significant effect to increase brand loyalty through brand equity. The use of experience is part of the customer experience, where the factor is everything that happens at each stage in the customer cycle from before the purchase occurs, until after the purchase occurs and may include interactions that go beyond Erlangga's book product.
  - Brand awareness has a positive and significant influence to increase brand loyalty through brand equity. Some characteristics of Erlangga's book products on social media emerge in the minds of young consumers, and can quickly remember the symbols or logo of Erlangga brand products. Based on the findings and testing of the relationship between brand awareness and brand equity, it was found that respondents in Samarinda City who had awareness of the Erlangga book brand could have a strong influence on brand equity.

#### B. Implication

The implications that can be given in connection with the results of research and conclusions that have been described as follows:

- Based on the results of the study that there is an influence between all exogenous variables (customer experience and brand awareness) on endogenous variables (brand equity and brand loyalty), the Erlangga Publisher (Samarinda Branch) should be able to manage management well and increase sales of published books more effectively, and efficient in order to get even more maximum results.
- The company should not only increase brand equity and brand loyalty, but also pay more attention to other variables that can contribute to building brand equity and brand loyalty Erlangga Publisher (Samarinda Branch) so that it is more optimal.
- It is also recommended to create and optimize aspects of the product (book) in the customer experience variable, the familiarity aspect of the brand on the brand awareness variable, the brand aspect (quality) of the book in the brand equity variable, and the profit aspect of the loyalty to the book published on the brand variable loyalty to the Erlangga Publisher (Samarinda

Branch). Because, the statement item has the lowest score in a descriptive analysis.

- For researchers in the future, can examine with other variables outside the indicators that have been studied in order to obtain more varied results that can affect brand equity and brand loyalty. It is better if the future research further expands the object of research, looking for a wider scope of population, as well as more samples in order to be able to provide a more specific picture.

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