

ABSTRACT

This study aims to determine the direct and indirect on the analysis of the perception of brand equity , value equity, relationship equity and loyalty through trust . The study sample was 60 samples consisting of : clients, competitors , vendors , employees of PT. Elnusa Tbk. The data was obtained through questionnaires.

The results showed : (1) Brand Equity , Value Equity has a direct effect on the loyalty variable but not significant while Relationship Equity has direct effect and significant impact on loyalty, (2) Brand Equity, Value Equity Relationship Equity has indirect effect but not significant to loyalty through trust. The conclusion of this study is that the company's revenue can be increased by making improvements through Relationship Equity. Where there is a direct effect especially the most significant in the variable of relationship equity's dimensions that is Make regular repeat purchase.

Keywords: Brand equity, Value Equity Relationship Equity, Trust, Loyalty



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh langsung dan tidak langsung pada analisa persepsi *brand equity*, *value equity*, *relationship equity* terhadap loyalitas melalui *trust*. Sampel Penelitian adalah 60 sampel yang terdiri dari: Klien, Kompetitor, Vendor, Karyawan Elnusa. Data diperoleh melalui penyebaran kuesioner.

Hasil penelitian menunjukkan: (1) Brand Equity, Value Equity, berpengaruh langsung terhadap Loyalitas namun tidak signifikan sementara Relationship Equity berpengaruh langsung dan signifikan terhadap Loyalitas, (2) Brand Equity, Value Equity, Relationship Equity berpengaruh tidak langsung namun tidak signifikan terhadap Loyalitas melalui Trust. Kesimpulan Penelitian ini adalah bahwa pendapatan perusahaan/Revenue dapat ditingkatkan melalui Relationship Equity. Dimana terdapat pengaruh langsung dan paling signifikan terdapat pada Variabel Releationship Equity terhadap loyalitas yaitu pada dimensi *Make regular repeat purchase*.

Kata Kunci: *Brand equity*, *Value Equity*, *Relationship Equity*, *Trust*, *Loyalitas*,
Pengaruh langsung & tidak langsung.



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