

Maintaining Brand Equity of Business Strategy in Multinational Firm: Fact from Indonesia

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Abstract

Maintaining brand equity is a key business strategy to increase market share. This paper wants to analyze the extent to which brand awareness, perceived quality, brand loyalty affects brand equity in a multinational company, namely Starbucks Co. The data analyzed consisted of 298 respondents who lived in the Jakarta area and outside the Jakarta area of Indonesia. Through statistical testing on data collected with Stata Release 15 Software, it proves that the data is reliable and valid. The methodology used is an econometric approach with multiple regression equation models with robustness requirements. The calculation result proves that the model is robust, and all selected variables have a significant effect on the 5% degrees of freedom. The results of this study suggest that maintaining brand equity must be influenced by consumer's brand awareness, perceived quality, and brand loyalty.

Keywords

brand awareness, perceived quality, brand loyalty, brand equity

Biographies

Sidik Budiono is currently serves as an Associate Professor in Economics at Department of Management Faculty of Economics and Business Pelita Harapan University, Lippo Karawaci Tangerang Banten. Dr. Budiono was graduated Bachelor of Economics from Department of Economics, Universitas Kristen Satya Wacana, Salatiga Central Java, Master and Doctor of Economics from Faculty of Business and Economics Universitas Indonesia, Jakarta. He interests in research around national, regional development and international economics.

John Tampil Purba, obtained a degree of Doctor (S3) majoring Management from De La Salle University Systems Manila, Philippines in 2002. Dr. Purba also has several certifications with internationally recognized in management and information systems and also technology, among others; MCP, MCSA, MCSE, MCSES, MCSAS, MCDL and MCT from Microsoft Technologies, USA and CSE from Cisco System USA. **He is also Professional Membership of IEOM Society.** He has a number of managerial experiences in the big companies and Service Industries more than 25 years. He is currently serving as an Associate Professor at the Faculty of Economics and Business Pelita Harapan University, Lippo Karawaci Banten, Tangerang Indonesia.

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