

## ***Brand Equity Analysis of Customer Loyalty SPBU In Jakarta***

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### ***Abstract***

*This research is quantitative study that aims to compare brand equity, and customer loyalty in Pertamina companies in the Jakarta area. This research used 100 respondents as a sample with purposive sampling method. The analysis technique in this study uses the SmartPLS. The results of this study indicate that : (1) brand awareness Pertamina has no effect on customer loyalty (2) brand association Pertamina has an effect on customer loyalty (3) perceived quality Pertamina has no effect on customer loyalty (4) brand loyalty Pertamina has an effect on customer loyalty.*

***Keywords:*** *Brand Equity; Brand Awereness; Brand Association; Perceived Quality; Brand Loyalty; Cusomer Loyalty*

**Analisis *Brand Equity* Terhadap *Customer Loyalty*  
Pada Spbu Di Jakarta**

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**Abstrak**

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk membandingkan ekuitas merek, dan loyalitas pelanggan pada perusahaan Pertamina di wilayah Jakarta. Penelitian ini menggunakan 100 responden sebagai sampel dengan metode purposive sampling. Teknik analisis dalam penelitian ini menggunakan SmartPLS. Hasil penelitian ini menunjukkan bahwa (1) brand awareness Pertamina tidak berpengaruh terhadap loyalitas pelanggan (2) asosiasi merek Pertamina berpengaruh terhadap loyalitas pelanggan (3) persepsi kualitas Pertamina tidak berpengaruh terhadap loyalitas pelanggan (4) loyalitas merek Pertamina berpengaruh terhadap loyalitas pelanggan.

**Kata kunci:** *Brand Equity; Brand Awereness; Brand Association; Perceived Quality; Brand Loyalty; Cusomer Loyalty*