

## ABSTRAK

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### **ANALISIS PENGARUH *BRAND IMAGE* DAN *CUSTOMER EXPERIENCE WITH COMPANY* TERHADAP *BRAND EQUITY* MELALUI *BRAND AWARENESS* DAN *BRAND ASSOCIATION* PADA KONSUMEN INDOMIE DI SURABAYA.**

Hampir seluruh penduduk Indonesia gemar mengonsumsi mi instan karena produk ini mengedepankan fungsi kepraktisan yang dirancang sedemikian rupa oleh produsen agar dapat disajikan dengan mudah. Terlebih mi instan hadir dengan rasa yang bervariasi menyesuaikan masakan Indonesia yang kemudian seolah menggantikan makanan pokok lain saat masyarakat merasa bosan dengan hidangan yang ada. Indomie menjadi mi instan merek lokal yang paling populer di Indonesia, dan telah dikenal oleh masyarakat di berbagai mancanegara. Hingga saat ini mi instan merek Indomie telah menjadi market leader pada produk mi instan yang ada di Indonesia.

Tujuan dari penelitian ini untuk mengetahui pengaruh Brand Image dan Customer Experience with Company terhadap Brand Equity melalui Brand Awareness dan Brand Association pada konsumen Indomie di Surabaya. Data yang diperoleh melalui kuesioner dan dibagikan kepada 100 responden yang berasal dari kota Surabaya. Hasil dari penelitian ini menunjukkan bahwa Brand Awareness berpengaruh signifikan terhadap Brand Equity, Brand Association tidak berpengaruh signifikan terhadap Brand Equity, Brand Image berpengaruh signifikan terhadap Brand Awareness, Brand Image tidak berpengaruh signifikan terhadap Brand Association, dan Customer Experience with Company tidak berpengaruh signifikan terhadap Brand Association.

**Kata kunci:** *Brand Image, Customers Experience with Company, Brand Awareness, Brand Association, Brand Equity, Indomie.*

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### **ANALISIS PENGARUH *BRAND IMAGE* DAN *CUSTOMER EXPERIENCE WITH COMPANY* TERHADAP *BRAND EQUITY* MELALUI *BRAND AWARENESS* DAN *BRAND ASSOCIATION* PADA KONSUMEN INDOMIE DI SURABAYA.**

Almost all Indonesians like to consume instant noodles because this product emphasizes practical functions and is designed in such a way by the manufacturer so that it can be served easily. Moreover, instant noodles come in a variety of flavors to suit Indonesian cuisine, which then seems to replace other staple foods when people feel bored with existing dishes. Indomie is the most popular local instant noodle brand in Indonesia, and is well known by people in various countries. Until now, the Indomie brand of instant noodles has become the market leader in instant noodle products in Indonesia.

The purpose of this research is to determine the influence of Brand Image and Customer Experience with Company on Brand Equity through Brand Awareness and Brand Association among Indomie consumers in Surabaya. Data was obtained through a questionnaire and distributed to 100 respondents from the city of Surabaya. The results of this research show that Brand Awareness has a significant effect on Brand Equity, Brand Association has no significant effect on Brand Equity, Brand Image has a significant effect on Brand Awareness, Brand Image has no significant effect on Brand Association, and Customer Experience with Company has no significant effect on Brand Association.

**Keywords:** *Brand Image, Customer Experience with the Company, Brand Awareness, Brand Association, Brand Equity, Indom*