

ABSTRACT

Along with the growth in the food business industry in Indonesia, many types of restaurants from the cafe tent, a traditional restaurant, fast food to restaurants with foods of foreign (western). The development of the restaurant business, in addition to the factor of the level of welfare, linked to the behavior of consumers who prefer to eat outside the home. The most important asset for most businesses restaurants is the brand name that represents what the brand. To beat competitors in the field of fast food and to always be a market leader, must maintain a strong brand and has a strong brand equity in order to appeal consumers.

This research was conducted at fast-food restaurant company named Kentucky Fried Chicken restaurant in Indonesia. This study analyzes the customer-based brand equity in the company.

This type of research is descriptive and quantitative research methods. Data collection by distributing questionnaires to followers of the official Twitter and Facebook accounts containing consumer community KFC in Indonesia with a sample of 400 people with nonprobability sampling method and a significance level of 5%.

Based on the results of data analysis showed that brand loyalty of fast food restaurant KFC is good and respondents are loyal to the brand of fast food restaurant KFC, service quality perceptions of the brand fast food restaurants KFC is good, the image of the brand fast-food restaurant KFC is good, brand awareness of KFC is very good and respondents are very aware with the existence of the brand of fast food restaurants KFC.

KFC needs to pay attention for brand loyalty of customers by preparing a customer loyalty program either by making membership card, and give special discounts for cardholders.

Key Words: brand, brand equity, brand loyalty, brand image, brand awareness.