

## ABSTRACT

*The background of this research is a SME's distro in KickFest Bandung faced with the entry of products of distro distribution overseas and through a free trade agreements of ACFTA (ASEAN CHINA FREE AGREEMENT). Role of customers-based brand equity is very important to improving and build that strong brand, independent and able to compete in global market*

*Model of customer-based brand equity used as a main force for SMEs to improving their brands to able compete with distro products overseas. nasional and international. And predicts a customer satisfaction with product in KickFest Distro. Customers-based brand equity have a three dimension (knowledge equity, attitudinal equity and relationship equity)*

*The method used in this study is a quantitative method with type of research is descriptive and causal. The population of this research is the costumers/visitor of KickFest Bandung 2014 which are 384 respondents. Questionnaire used to collect data with convience sampling. Then, for data analysis used descriptive analysis and multiple regression liniear analysis to test the hypothesis using T test and F test used PAWS Statistic 18.*

*Based on the partial hypothesis result test. It show that customer-based brand equity with sub-variable such as (knowledge equity, attitudinal equity) significantly influences againts the customer satisfaction by 22,7%,31,5% dan 30,2%. based on simultaneous thypothesis result test, it show that customer-based brand equity with sub-variabel such as (knowledge equity,attitudinal equity and relationship equity) significantly influence againts the customers satisfaction. The multiple regression result test show that three sub-variable of customer-based brand equity significantly influence on the customers satisfaction. Coefficient determination show that customer-based brand equity can give a influence againts of customers satisfaction by 50,6%*

*Suggested can given to SMEs distro in KickFest Bandung is upgrading and adding value of their distro products innovate their product design and introduce new product with creative design, so that consumers proud and confident with the products they use and ge loyalty so konsumen give the value of that product. Then consumer can assume that local distro in KickFest can compete with foreign distro products.*

**Keyword** : *Customer-Based Brand Equity (CBBE); Knowledge Equity; Attitudinal Equity; Relationship Equity; Customer Satisfaction*