

ABSTRAK

The service provider's company in Indonesia are competing to get customers that the most of the market is dominated by GSM service providers. Service providers are competing competitively in terms of tariffs and services. Services and tariffs offered by service providers are not much different. Therefore, the brand has a very important role because it can be a differentiating factor from competitors. Brand's product that has advantage or more value will create a strong brand equity so it can cause a positive attitude to the customer which in turn creates customer loyalty.

This research aims to measure customer based brand equity, customer loyalty and the influence of customer based brand equity toward customer loyalty in service provider in Indonesia. The sampling technique in this research is nonprobability sampling by the type of convenience sampling with the number of respondents as many as 385 people. The data was processed using path analysis.

Based on the results of the study indicate that customer based brand equity consisting of brand awareness, perceived quality, brand association and brand loyalty simultaneously affect the customer loyalty. It means that the customer based brand equity can influence customer loyalty in service provider in Indonesia. Brand equity of the service providers who marketed already causing a positive attitude to the customers so that customers feel better using a product which led to create customer loyalty.

Keywords : customer based brand equity, customer loyalty