

ABSTRACT

The formation of smart city is a good effort of cooperation of government, society and stakeholder covering 6 characteristic that is: smart economy, smart people, smart governance, smart mobility, smart environment, and smart living. One factor that measures the economy in smart city is the registered trademark ownership of SMEs. This study measured the awareness of registered trademark ownership in snack producers in Bandung using situational awareness model.

Data collection method was conducted by distributing questionnaires to snack producers recorded in Dinas Koperasi Perindustrian dan Perdagangan Kota Bandung. The number of samples determined is as much as 80 people and data processing assisted with software SPSS version 24.

This study uses a significance level of 5% and hypothesis testing performed simultaneously and partially. The test results show that simultaneously the value of $F_{count} > F_{table}$ so that H_0 are rejected and H_1 are accepted, it means that the size firm, sector propensity to trademark and business experience simultaneously affect the ownership of trademark with coefficient of determination of 73.80%, and The remaining 26.20% is influenced by other factors outside the model.

The results of partial hypothesis testing indicate that the variables of sector propensity to trademark and business experience have a significant influence on trademark awareness, but the firm size variables have no significant effect, this is because that firm size does not determine the perpetrators of SMEs already have a brand Registered trade.

Future research should add other variables and use broader research objects so the future research results to be viewed and assessed from a broader perspective.

Keywords: Trademark Awareness, SMEs, Situational Awareness, Business Legality, Trademark.