

## ABSTRAK

Penelitian ini berjudul “Analisis komponen pembangun Ekuitas merek pada layanan jasa telekomunikasi (Studi kasus pada Telkom Indihome di Makassar)”. Penulis menggunakan salah satu produk dari perusahaan penyedia layanan jasa internet PT. Telkom Indonesia yaitu Indihome. Tujuan dari penelitian ini adalah untuk mengetahui apakah variabel *perceived quality*, *brand image*, *brand loyalty* berpengaruh terhadap *brand equity*.

Populasi yang dituju adalah pengguna jasa layanan ISP indihome, Sampel diambil dari responden yang telah menggunakan jasa layanan internet Indihome sekurang-kurangnya selama 3 bulan sebanyak 166 responden. Penelitian ini menggunakan teknik pengambilan sampel non-probabilitas yaitu *convenience sampling*. Metode pengumpulan data dengan melalui media kuesioner kepada beberapa responden yang telah ditetapkan sebagai sampel penelitian. Dalam analisis data menggunakan menggunakan metode SEM dan program AMOS versi 22.0.

Hasil penelitian menunjukkan variabel persepsi kualitas berpengaruh positif terhadap citra merek, loyalitas merek dan ekuitas merek. Citra merek berpengaruh positif terhadap loyalitas merek dan ekuitas merek. Dan loyalitas merek berpengaruh terhadap ekuitas merek..

**Kata Kunci** : Persepsi Kualitas, Citra merek, Loyalitas merek, Ekuitas merek.

## ABSTRACT

*This research is titled "Analysis of Equity building components in telecommunications services (Case study at Telkom Indihome in Makassar)". The author uses one product from an internet service provider company PT. Telkom Indonesia, namely Indihome. The purpose of this study was to determine whether the variable perceived quality, brand image, brand loyalty to brand equity. Data collection methods using questionnaire media to respondents who have been determined as research samples. In data analysis using SEM method and AMOS version 22.0 program.*

*The target population is indihome ISP service users. Samples were taken from respondents who had used Indihome internet services for at least 3 months totaling 166 respondents. This study uses a non-probability sampling technique that is convenience sampling. The method of collecting data through questionnaires to several respondents who have been determined as research samples. In data analysis using the SEM method and AMOS version 22.0 program.*

*The results showed the variable perceived quality had a positive effect on brand image, brand loyalty and brand equity. Brand image has a positive effect on brand loyalty and brand equity. And brand loyalty influences brand equity.*

**Keywords:** *Perceived Quality, Brand Image, Brand Loyalty, Brand Equity.*