

ABSTRACT

Entering the era of free trade as at present , manufacturers are faced with competition to gain brand dominance . Brand is an important factor in the competition and become a valuable corporate asset . describes the product 's core attributes as an interchangeable commodity , while the brand describes its customers specifications . This study aims to analyze the influence of brand image and brand attitude toward brand equity Dancow milk in supermarkets Kendal Central . The population in this study were parents who buy milk at the supermarket Dancow Kendal Central unknown number , with a total sample of 96 respondents were obtained using purposive sampling technique . The type of data used is primary data , by using the method of data collection questionnaire .

The results of data analysis using multiple regression is a positive influence on brand image , brand equity , brand image when measured with Dancow Sudha Dairy brand long known by the public , Dancow milk is milk that has powerful anti-bacterial and nutrient content for children , benefits double than as a substitute for breast milk are healthy , and are interested in Dancow milk that can help meet the growing child nutrition , it will increase brand equity . Positive effect on brand attitude , brand equity , brand attitudes when measured with the child's favorite milk purchased Dancow , satisfaction with the services diebrikan by counter purchases or toll-free customer service given Dancow dairy producers , milk quality is Dancow , and desire to continue using Dancow dairy products increases, the brand equity will increase .

Keywords : Brand Equity , Image and Brand Attitude