

INTISARI

Penelitian bertujuan untuk menguji pengaruh kesadaran merek, citra merek, dan sikap merek pada ekuitas merek dari *e-commerce* yang bergerak di bidang pertanian yaitu TaniHub Group. Pengambilan sampel dilakukan selama tiga bulan mulai dari bulan Juni sampai dengan bulan Agustus di tahun 2022 dengan total responden berjumlah 170 orang dengan persyaratan minimal sekali melakukan aktivitas belanja di aplikasi TaniHub Group. Alat analisis yang digunakan yaitu *Statistical Package for the Social Sciences* (SPSS) dengan menggunakan analisis metode regresi linear berganda. Hasil analisis penelitian menunjukkan bahwa kesadaran merek, citra merek, dan sikap merek berpengaruh positif pada satu ekuitas merek.

Kata Kunci : Merek, kesadaran merek, citra merek, sikap merek, ekuitas merek, *e-commerce*.

ABSTRACT

Research on the effect of brand awareness, brand image, and brand attitude on brand equity of e-commerce in agriculture TaniHub Group. Sampling of the respondent was held for three months from June to August in 2022 with a total respondent for about 170 respondents. The requirement of the respondent is to have at least one time doing shopping activities at TaniHub Group. The analytical tool that was used in the research is using Statistical Package for the Social Sciences (SPSS) by using multiple linear regression analysis methods. The results of the research show that all variables have a positive influence on brand equity.

Keywords : *Brand, brand awareness, brand image, brand attitude, brand equity, e-commerce.*