



## ABSTRACT

This paper aims to measure variables of customer based brand equity, namely attachment, performance, social image, value and trustworthy and the paper also aims to identify the advantage factors of the brands in question, namely Casio for calculator, Nokia for handphone and HP-Compaq fore Notebook.

Pre test conducted in Economic Business and Management Program Gajahmada University's Post Graduate School has found that two invalid items of trustworthy variable should eliminate in the further research analysis. Data collected using questionnaire from 82 respondents. It consists of 66 students respondents (80,49 %) and 16 employees respondents (19,51 %).

The result shown that Casio's brand equity is 3,516, Nokia's brand equity is 3,578 and HP-Compaq's brand equity is 3,081. This research also found that trustworthy variable has the highest value compared to another variables.

**Keywords** : *brand equity, attachment, performance, social image, value, trustworthy, Casio, Nokia, HP-Compaq*