

### **Abstrak**

Penelitian ini bertujuan untuk menguji pengaruh dimensi Ekuitas Merek Berbasis Konsumen yang terdiri atas Kualitas Layanan Penerbangan, Pengaruh Merek, Kesesuaian Diri, Kesadaran Merek, dan Asosiasi Merek terhadap Reputasi Merek dan Kepercayaan Merek Lion Air. Dengan menggunakan survei daring, didapat 141 responden. Analisis data dalam penelitian ini menggunakan *Structural Equation Modeling* (SEM) AMOS. Hasil pengujian hipotesis menunjukkan dari sebelas hipotesis, terdapat lima hipotesis yang terdukung. Dari pengujian tersebut didapat bahwa Kualitas Layanan Penerbangan dan Asosiasi merek berpengaruh pada Reputasi Merek dan Kepercayaan Merek. Kemudian Reputasi Merek juga berpengaruh terhadap Kepercayaan Merek. Dari penelitian ini juga diketahui bahwa Pengaruh Merek, Kesesuaian Diri, Kesadaran Merek, dan Asosiasi Merek tidak berpengaruh terhadap Reputasi Merek dan Kepercayaan Merek Lion Air.

Kata Kunci : Ekuitas Merek Berbasis Konsumen (CBBE), Reputasi Merek, Kepercayaan Merek, Ekuitas Merek Perusahaan Penerbangan.

### **Abstract**

This research aims to examine the influence of Consumer-Based Brand Equity dimensions consisting of Flight Service Quality, Brand Influence, Self Congruence, Brand Awareness, and Brand Association on Lion Air's Brand Reputation and Brand Trust. Using an online survey, 141 respondents were obtained. The data analysis in this study used AMOS Structural Equation Modeling (SEM). The results of hypothesis testing show that of the eleven hypotheses, there are five hypotheses that are supported. From this test, it was known that Flight Service Quality and Brand Association have an impact on Brand Reputation and Brand Trust. Then Brand Reputation also have influences on Brand Trust. From this research it is also known that Brand Influence, Self Congruence, Brand Awareness, and Brand Association have no effect on Lion Air's Brand Reputation and Brand Trust.

**Keywords:** Consumer Based Brand Equity (CBBE), Brand Reputation, Brand Trust, Airline Company Brand Equity.