



**THE INFLUENCE OF CONSUMER-BASED BRAND  
EQUITY IN SELECTING FAST FOOD  
RESTAURANT**

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## **ABSTRACT**

The dimensions of consumer-based brand equity influences consumer in selecting fast food restaurant. Strong brand equity obviously plays a main role in making consumer make a choice. Due to limited researches in consumer-based brand equity of fast food industry that stressed on all dimension, this research will concentrates on the importance of these dimension in influencing consumers select fast food restaurant. This research will identify the dimensions of consumer-based brand equity and which one are the most criteria that influence consumer select fast food restaurant. A structured questionnaire was prepared to answer the research question. In this research, one hundred questionnaires were distributed in Putatan. This research examined four dimensions of consumer-based brand equity (brand awareness, brand loyalty, brand image and perceived quality). Among all the dimensions in consumer-based brand equity, perceived quality appear as the most criteria among the others even the other dimensions also influence consumer in selecting fast food restaurant.