

# Ekuitas merek pada industri pers hubungan ekuitas merek dengan motivasi pembelian konsumen surat kabar tersegmentasi: studi kasus pada harian Ekonomi Bisnis Indonesia = Brand equity on media industry, the relationship between brand equity with motivation to buy of segmented newspaper consumers: case study in Bisnis Indonesia daily

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=108072&lokasi=lokal>

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## Abstrak

Brand equity is a company asset that gives whacking advantages for company has it. This matter also applies at mass media industry. Beside that, brand equity also gives whacking advantages for publisher. For segmented newspaper like as Bisnis Indonesia daily, market should be clear and growth, even so small ought to remain positive. But in facts, the growth is stagnant. Therefore we require observing do brand equity of Bisnis Indonesia daily has relationship with consumers' motivation who buy Bisnis Indonesia at retail. Beside that we describe above, we also require to know what brand equity's element of Bisnis Indonesia daily, which have powerful relationship with retail consumers motivation.

Descriptive statistic method we use to describe about facts that occurred in population. We get observed data from questionnaire. We use Spearman-Brown correlation to determine whether brand equity has correlation and/or has not with consumers' motivations that buy Bisnis Indonesia at retail. Brand equity is a set both assets and liabilities of brand that related to a brand, name, and symbol, which add or lessen the value given by product or service in both a company and customer. In other definition, brand equity is the sum of brand perception including relatively quality of product and service, financial performance, customer loyalty, satisfaction, and all brand awards.

The observation shows that the relationship between brand equity with motivation to buy of retail customers of Bisnis Indonesia daily is weak. It is showed by coefficient of correlation is less than 0.500. The result also shows negative and in other hand, some element we observed has opposite sign. The elements of brand equity of Bisnis Indonesia that have strong relationship with consumer motivation are quality perception, other brand asset, brand association, and brand loyalty respectively. But brand awareness is a main key to enter to other brand equity elements.

To face the mentioned above, we suggest to brand owners of Bisnis Indonesia to improve their top of minds of Bisnis Indonesia and strengthen their positioning as business daily and the owners also should be improving their promotion activity whether in public sphere or in mass media.