

Efek iklan terhadap ekuitas merek: analisa struktural equation modeling mengenai efek iklan Kitkat versi Ecy terhadap ekuitas merek Kitkat = The effects of advertising for brand equity: structural equation modelling analysis the effects of Kitkat Ecy version advertising for Kitkat brand equity

Alila Pramiyanti, author

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Abstrak

Pertumbuhan industri yang cepat, membuat persaingan menjadi semakin ketat. Banyaknya merek baru membuat konsumen memiliki berbagai macam pilihan. Melihat hal tersebut membuat para produsen harus dapat membuat strategi komunikasi merek yang tepat agar dapat memenangkan persaingan. Begitu pula pada merek coklat KitKat dari produsen nutisi Nestle.

Kondisi tersebut membuat penulis tertarik untuk melakukan penelitian dengan topik Efek Iklan terhadap Ekuitas Merek (Analisa Structural Equation Modeling Mengenai Efek Iklan KitKat Versi Ecy terhadap Ekuitas Merek KitKat). Kerangka pemikiran yang digunakan adalah teori mengenai strategi merek dan periklanan.

Penelitian dilakukan dengan cara survei terhadap siswa Sekolah Menengah Umum di Kodya Bandung. Metode pemilihan sampling dilakukan melalui metode twostages cluster sampling.

Hasil penelitian menunjukkan ekuitas merek KitKat dipengaruhi oleh iklan KitKat versi Ecy. Variabel manifes yang paling dominan dalam menjelaskan efek iklan adalah desire dan action. Sementara itu, variabel manifes yang paling dominan menjelaskan ekuitas merek adalah brand associations dan brand loyalty.

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The growth of industry makes competition becomes tighter. There are many kind of new brand makes consumer have many kind of choices. Seeing that kind of situation makes the producer must decide good brand communication strategy. So does KitKat from famous nutrition producer, Nestle.

That condition makes the author interested in doing research of The Effects of Advertising for Brand Equity (Structural Equation Modeling Analysis the Effects of KitKat ?Ecy? Version Advertising for KitKat Brand Equity). The basic concepts of this research are the theories about brand strategy and advertising strategy.

This research was done by quantitative method and data compilation getting by survey to high school students in Bandung. Sampling method in this research was using two stages cluster sampling.

The result of this research showed that KitKat brand equity influenced by KitKat ?Ecy? version advertising. Desire and action are dominant variables that could explained advertising. And brand associations and brand loyalty are dominant variables that could explain brand equity.