

Pengaruh Brand Bank Mandiri Terhadap Brand Equity Bank Syariah Mandiri

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Abstrak

Tesis ini membahas mengenai pengaruh brand Bank Mandiri terhadap brand equity Bank Syariah Mandiri. Brand Bank Mandiri mempengaruhi lima variabel pembentuk brand equity Bank Syariah Mandiri yaitu brand awareness, brand association, perceived quality, brand loyalty dan brand image. Penelitian ini adalah penelitian kualitatif dengan desain deskriptif dan untuk analisis data menggunakan model binary logistic. Hasil penelitian menyimpulkan bahwa brand Bank Mandiri mempengaruhi brand equity Bank Syariah Mandiri. Selanjutnya dalam penelitian ini menyarankan agar Bank Syariah Mandiri mengelola brand equity lebih baik lagi.

.....This thesis describes the impact of Bank Mandiri Brand on Bank Syariah Mandiri Brand Equity. Bank Mandiri Brand influences five variables forming the brand equity of Bank Syariah Mandiri, namely brand awareness, brand association, perceived quality, brand loyalty and brand image. This is a qualitative study with a descriptive design and for data analysis it adopts binary logistic model. The results of the study conclude that the brand of Bank Mandiri has impact on the brand equity of Bank Syariah Mandiri. This study further suggest that Bank Syariah Mandiri manage its brand equity in a better manner.