

Analisis ekuitas merek pada bahan bakar Shell Super dalam sebuah komunitas pengendara sepeda motor (Honda Tiger Mailing List) di Jakarta

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Abstrak

Nowadays, in a very competitive market, a brand would be very important because product attributes are relatively easy to be imitated. Therefore, a company must control their intangible assets, such as brand equity. Brand Equity is the assets and liabilities, linked to a brand's name and symbol that adds to the value provided by a product or service to a firm and that firm's customer. The major asset categories are: brand awareness, brand perceived quality, brand association, and brand loyalty. Brand Equity is not built easily. Building, maintaining, and protecting must be controlled professionally. Prestigious brand which has strong brand equity so it has strong association in consumer's mind. With strong brand equity, marketer's goal for developing and getting market share will be obtained. This Research has been conducted to find the analysis of brand equity of Shell Super automotive fuel. The target respondents were the members of HTML (Honda Tiger Mailing List) community. The theory of Brand Equity by David Aaker was used. The goal of this research was to know the Brand Equity analysis of Shell Super automotive fuel upon the members of HTML community. This research used survey research and descriptive research type. Purposive sampling was used in technique sampling research. 100 respondents were analyzed using Distribution Frequencies Method with application on SPSS for Windows Release 15.0. This analysis showed that brand awareness of Shell automotive fuel had a good result because generally the HTML community members were aware with Shell Super. Brand Perceived Quality and Brand Associations also showed a good result. In spite of Brand Loyalty result showed that the respondents weren't loyal but generally respondents like Shell Super.