

Analisis pembentukan ekuitas merek the goods dept berdasarkan customer experience = Goods dept brand equity analysis based on customer experience

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Abstrak

ABSTRAK

Penelitian ini memiliki fokus untuk mengkaji ekuitas merek The Goods Dept dengan menggunakan pendekatan customer experience. Penelitian ini difokuskan pada dua aspek ekuitas merek brand awareness dan brand image. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus. Informan utama merupakan pelanggan The Goods Dept. Sumber data diperoleh dari wawancara, pengamatan, dan dokumentasi. Hasil penelitian ini menggambarkan bagaimana para informan mengkonstruksi ekuitas The Goods Dept berdasarkan customer experience sebagai department store bercitrakan lifestyle store dan merupakan representasi kaum urban Jakarta. Penelitian ini juga diharapkan menyumbang kajian lebih lanjut akan customer experience dalam ekuitas merek, Secara praktis, kajian ini diharapkan bermanfaat bagi industri retail bagaimana perencanaan strategi branding berbasiskan pengalaman pelanggan, menghadapi kompetisi bisnis ritel fashion yang sangat kompetitif.

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ABSTRACT

This research focused on assessing brand equity The Goods Dept due to customer experience. This study focused on two aspects of brand equity: brand awareness and brand image. This research used a qualitative approach with a descriptive case study method. The customer is the key informants Goods Dept. Sources of data obtained from interviews, observations, and documentation. The results of this study illustrate how the informants construct equity The Goods Dept. Base on customer experience The Goods Dept perceive as a lifestyle store and a representation of the Jakarta urban community. This study is also expected to contribute to further studies will customer experience in brand equity, in practical terms, this study is expected to benefit the retail industry how branding strategy planning based on customer experience, the face of competition retail business is highly competitive fashion.