

Analisis kekuatan merek XL dilihat dari sudut pandang brand awareness, brand association, perceived quality, dan brand loyalty. Studi kasus : PT.XL Axiata Tbk. = XL brand strength analysis from the perspective of brand awareness, brand association, perceived quality, and brand loyalty. Case Studies at PT.XL Axiata Tbk.

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Abstrak

Dengan semakin banyaknya jumlah merek di pasar, semakin meningkat pula tingkat persaingan diantara merek-merek dan hanya merek yang memiliki ekuitas merek yang kuat yang akan tetap mampu bersaing, merebut, dan menguasai pasar. Ekuitas merek (brand equity) merupakan seperangkat aset dan liabilitas merek yang berkaitan dengan suatu merek dan simbolnya yang mampu menambah atau mengurangi nilai yang diberikan oleh sebuah produk. Ekuitas merek terdiri atas dimensi-dimensi kesadaran merek (brand awareness), asosiasi merek (brand associations), persepsi kualitas (perceived quality), loyalitas merek (brand loyalty).

Penelitian ini untuk mengidentifikasi kesadaran merek, asosiasi merek, persepsi kualitas, dan loyalitas merek dari pelanggan XL. XL sebagai salah satu perusahaan telekomunikasi di Indonesia harus dapat bersaing dengan kompetitornya. Melalui brand equity yang kuat, diharapkan XL akan dapat merencanakan dan menyusun strategi yang tepat terhadap hal-hal yang dianggap masih kurang di dalam ekuitas mereknya.

Hasil dari brand awareness menunjukkan XL belum menempati posisi top of mind dari sebuah merek provider telekomunikasi tetapi dari brand recall, brand recognition, dan brand unaware, XL sudah cukup baik dan dikenal di masyarakat luas. XL juga memiliki brand image yang kuat di benak pelanggannya. Hal ini harus diperkuat dengan kualitas layanan yang baik sehingga nantinya XL akan memiliki pelanggan dengan loyalitas yang tinggi.

XL saat ini memiliki posisi loyalitas yang baik pada tingkat satisfied buyer di piramida loyalty. Melalui metode service quality dapat dianalisis dimensi apa saja dari kualitas pelayanan XL yang dirasa masih kurang dan dianalisis kembali sehingga posisi brand loyalty pelanggan XL nantinya dapat meningkat pada posisi committed buyer.

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With the increasing number of brands on the market, increasing the level of competition among brands and only brand that has strong brand equity that will still be able to compete, win, and dominate the market. Brand equity (brand equity) is a set of brand assets and liabilities relating to the marks and symbols that can increase or decrease the value provided by a product. Brand equity consists of the dimensions of brand awareness, brand associations, perceived quality, brand loyalty.

This study to identify the brand awareness, brand associations, perceived quality and brand loyalty from customers XL. XL as one of telecommunication companies in Indonesia should be able to compete with competitors. Through a strong brand equity, is expected to XL will be able to plan and develop the right strategy against things - things that were deemed to be lacking in the brand equity.

The results of brand awareness shows XL has not finished top of mind of a telecommunications provider, but the brand of brand recall, brand recognition and brand unaware, XL is quite good and well known in the community at large. XL also has a strong brand image in the minds of customers. It must be reinforced with a good quality service so that later XL will have customers with high loyalty.

XL currently has a position of good loyalty customers at the level of satisfied loyalty pyramid. Through the method of service quality dimensions can be analyzed any of the XL service quality is still lacking and re-analyzed so that the position of brand loyalty XL customers will be able to increase the position committed buyer.