

Analisis pengaruh citra toko (store image) terhadap ekuitas merek toko (store brand equity) pada produk elektronik Carrefour bermerek Bluesky : studi kasus konsumen Carrefour yang berdomisili di wilayah Jakarta = Analysis of the store image influence towards the store brand equity for bluesky branded electronic product of carrefour : case study the Carrefour consumer domiciled in Jakarta

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Abstrak

Skripsi ini membahas tentang analisis variabel-variabel citra toko (store image) yang mempengaruhi ekuitas merek toko (store brand equity) pada produk elektronik bermerek BLUESKY yang merupakan private label Carrefour. Dalam penelitian ini, variabel-variabel citra toko (store image) terdiri dari: marketing image of the store, social image of the store, strategic image of the store dan price perception sedangkan variabel-variabel ekuitas merek toko (store brand equity) terdiri dari: perceived quality, loyalty dan awareness/association yang diteliti dengan menggunakan metode Structural Equation Modeling (SEM) dengan software LISREL 8.51. Hasil penelitian ini menunjukkan, bahwa variabel marketing image of the store berpengaruh terhadap store brand equity, kemudian variabel price perception memiliki pengaruh terhadap tiga variabel yang terdiri dari: store brand equity, perceived quality dan loyalty terhadap produk elektronik bermerek BLUESKY yang merupakan private label Carrefour.

.....This thesis discusses about the analysis of variables of store image that affect the store brand equity of BLUESKY electronic products which is private label of Carrefour Hypermarket. In this study, the variables of store image consists of: the marketing image of the store, the social image of the store, the strategic image of the store, price perception and store brand equity variables (which is composed of perceived quality, loyalty and awareness/association). Data were analyzed using Structural Equation Modeling (SEM) method with software LISREL 8.51. The results of this study indicate that store marketing image variables influence store brand equity; price perception variable has impact on three variables: store brand equity, perceived quality and loyalty towards BLUESKY electronic products.