

Pengaruh ekuitas merek berbasis konsumen terhadap kinerja pengumpulan dana pihak ketiga pada top 10 banks di Indonesia

Shely Widyanti, author

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Abstrak

Penelitian ini mcnguji mengenai hubungan antara ekuitas merek dan keempat komponennya dengan kinerja pengumpulan dana pihak ketiga (DPK) di dalarn top IO banks dilihat dari sudut pandang pelanggan. Tujuan penelitian ini adalah untuk mengetahui perbedaan dari ekuitas znerek berbasis konsumen dan keempat kornponennya (brand loyalty, brand awareness, perceived quality dan brand image) antara high dan low performance bank, serta pengaruhnya denan kineria pengumpulan dana pihak ketiga (DPK) di dalam top 10 banks.

Hasil yang didapat ialah bahwa terdapat perbedaan brand loyalty, brand awareness, brand image dan perceived quality antara high performance dan low performance bank. I-Iasil peneiitian juga membuktikan adanya hubungan antara ekuitas merek berbasis konsumen dan keempat komponennya dengan kineuja pengumpulan dana pihak ketiga (DPK) di dalam top 10 banks.....This research examines correlation between brand equity and it?s four components on top 10 banks?s third party fund generation performance from the customers viewpoint. The aim of the research is to discover different consumer-based brand equity and it?s four components (brand loyalty, brand awareness, perceived quality, and brand image) between high and low third party iimd generation performance among top 10 banks in Indonesia.

In addition, the results shows that there is a different on brand loyalty, brand awareness, brand image and perceived quality between high and low performance banks. The results also show that there is correlation between consumer-based brand equity and these four components on top 10 bank's third party iimd generation performance.