

Analisa faktor-faktor yang mempengaruhi brand image : studi kasus pada mahasiswi jurusan Komunikasi Universitas Indonesia angkatan 2011-2012 terhadap produk dan jasa Skin Care Clinic Center = Analysis of factors influencing the brand image : case study at the University of Indonesia student communication department of the navy from 2011 to 2012 products and services Skin Care Clinic Center / Handyta Nusansari Putri

Handyta Nusansari Putri, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20349063&lokasi=lokal>

---

Abstrak

**ABSTRAK**

Persaingan industri perawatan dan kecantikan kulit saat ini sangat ketat terutama di kota besar seperti Jakarta dengan banyaknya skin care clinic center yang ada, sehingga klinik-klinik tersebut tidak dapat hanya mengandalkan keunggulan fitur dan manfaat fungsional lagi saja agar dapat memiliki citra (image) positif di mata konsumen. Maka penelitian ini ingin mengetahui apa saja yang mempengaruhi terbentuknya Brand Image terutama oleh aspek tak berwujud (intangible) suatu merek seperti faktor-faktor demografi yang meliputi variabel Usia, Pengeluaran per bulan, Jenjang Pendidikan, dan Status Pekerjaan, serta variabel Experiential Marketing dan variabel Word-of-Mouth (WoM). Analisa penelitian dengan 69 responden menggunakan regresi berganda dengan hasil responden dengan jenjang pendidikan sarjana memiliki tingkat persepsi lebih tinggi terhadap Brand Image dibandingkan dengan responden dengan jenjang pendidikan pascasarjana, serta variabel Experiential Marketing dan variabel Word-of-Mouth (WoM) yang dialami memiliki pengaruh persepsi responden terhadap Brand Image.

---

**ABSTRACT**

Competition and beauty skin care industry is very tight, especially in big cities like Jakarta with many skin care center clinic there, so that clinics can not just rely on the superior features and benefits of functional again just to be able to have the image on the positive eyes of the consumer. So this study wanted to find out what influences the formation of Brand Image primarily by intangible aspects of a brand such as demographic factors, including age variable, expenditure per month, education level, and job status, as well as variable Experiential Marketing and variable Word-of-Mouth (WoM). Analysis of the study with 69 respondents using multiple regression with the results of respondents with graduate education had a higher level of perception of the brand image compared to respondents with graduate education, as well as variable variables Experiential Marketing and Word-of-Mouth (WoM) has experienced the influence of perception respondents to the Brand Image.