

Analisis pengaruh monetary dan non-monetary sales promotion terhadap brand awareness, perceived quality, dan brand loyalty perusahaan ritel : studi kasus PT. Carrefour Indonesia = The analysis of influence of monetary and non-monetary sales promotion toward brand awareness, perceived quality, and brand loyalty in retail : case study PT. Carrefour Indonesia

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh promosi penjualan yang terbagi atas moneter dan nonmoneter terhadap kesadaran merek, kesan kualitas, dan loyalitas merek di Carrefour. Hasil penelitian ini nantinya diharapkan dapat memberi masukan demi peningkatan kesadaran merek, kesan kualitas, dan loyalitas merek di Carrefour. Berdasarkan hasil penelitian melalui survei pada 212 orang responden, maka diketahui bahwa promosi penjualan yang bersifat moneter berpengaruh secara positif dan signifikan terhadap kesadaran merek, kesan kualitas, dan loyalitas merek, sedangkan promosi penjualan yang nonmoneter hanya berpengaruh terhadap kesadaran merek dan loyalitas merek. Promosi penjualan moneter tidak mampu memberikan pengaruh terhadap kesan kualitas Carrefour.

ABSTRACT

This research therefore is going to analyze the effect of sales promotion which is divided into monetary and non-monetary toward brand awareness, perceived quality, and brand loyalty at Carrefour. The findings of this research may expectably become beneficial input for the continuous improvement of brand awareness, perceived quality, and brand loyalty at Carrefour. The results indicate that monetary sales promotion affects brand awareness, perceived quality and brand loyalty, while non-monetary sales promotion only affects brand awareness and brand loyalty. Non-monetary sales promotion can not affect the perceived quality of Carrefour.