

Analisis pengaruh TV commercial terhadap peningkatan brand equity (studi kasus TV commercial tidak ada badak tidak bagus minuman larutan penyegar cap badak) = The effect of TV commercial to improve brand equity (case study cap badak TV commercial tidak ada badak tidak bagus) / Nikita Puspita Ing Endit

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Abstrak

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Tesis ini membahas pengaruh TV Commercial terhadap peningkatan brand equity minuman larutan penyegar Cap Badak. Penelitian ini menggunakan analisis statistik deskriptif dan analisis regresi sebagai teknik analisis data. Teknik sampling yang digunakan adalah nonprobability sampling yaitu menggunakan convenience sampling. Berdasarkan data dari 200 responden, maka didapatkan hasil penelitian yang menunjukkan bahwa TV Commercial berpengaruh secara signifikan terhadap seluruh dimensi brand equity, yaitu brand awareness, brand association, perceived quality, dan brand loyalty. Brand awareness, perceived quality, dan brand loyalty tidak berpengaruh secara signifikan terhadap peningkatan brand equity. Selain itu, didapatkan pula hasil penelitian yang menunjukkan bahwa brand association berpengaruh secara signifikan terhadap peningkatan brand equity.

ABSTRACT

This thesis analyze the effect of TV Commercial to improve brand equity of 'Larutan Penyegar Cap Badak'. This research applied descriptive statistic and regression analysis method. The sampling technique used is non probability sampling, which employed a convenience sampling approach. According to the data from 200 respondents, there is a significant effect of TV Commercial to the overall improvement of brand equity dimension. Brand awareness, perceived quality, and brand loyalty has no significant relation with the increase of brand equity. In the other hand, brand awareness, perceived quality, and brand loyalty have no significant relation with the increase of brand equity. In addition, the research also shows that brand association significantly affects brand equity enhancement.