

Pengaruh persepsi konsumen atas produk, distribusi, dan harga terhadap citra merek dalam membangun ekuitas merek : studi kasus Produk Suzuki Ertiga) = The influence of customer perception on product place and price to brand image in building brand equity : case study Suzuki Ertiga / Farida Meity Romauli Limbong

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Abstrak

**ABSTRAK**

Tesis ini bertujuan untuk mengetahui pengaruh persepsi konsumen atas produk, distribusi, dan harga terhadap citra merek dalam membangun ekuitas merek Suzuki Ertiga. Penelitian ini menggunakan desain penelitian eksploratoris dengan teknik studi pustaka dan desain penelitian deskriptif dengan teknik survei dalam bentuk kuesioner terstruktur. Penelitian dilakukan terhadap 180 responden yang merupakan bagian dari populasi pemilik Suzuki Ertiga yang bertempat tinggal di wilayah DKI Jakarta. Teknik penarikan sampel yang digunakan dalam penelitian adalah non-probabilitas dengan tipe judgemental sampling. Hasil penelitian menunjukkan bahwa persepsi konsumen atas distribusi dan harga memberikan pengaruh terhadap citra merek, sedangkan persepsi konsumen atas produk tidak memberikan pengaruh terhadap citra merek. Persepsi konsumen atas produk, distribusi, dan harga secara bersama-sama memberikan pengaruh terhadap citra merek yang selanjutnya memberikan pengaruh terhadap pembentukan ekuitas merek. Hasil penelitian menyarankan perlunya dilakukan pengembangan citra merek melalui bauran pemasaran produk dan distribusi dalam rangka membangun ekuitas merek Suzuki Ertiga. Pengembangan citra merek melalui bauran produk dilakukan dengan mengembangkan citra merek produk Suzuki Ertiga, yang saat ini terkenal sebagai kendaraan keluarga, dikembangkan dengan menambahkan unsur lifestyle menjadi Suzuki Ertiga sebagai kendaraan keluarga yang trendi. Pengembangan citra merek melalui bauran distribusi dapat dilakukan dengan meningkatkan citra showroom Suzuki, antara lain dengan menetapkan standarisasi penampilan dan fasilitas showroom Suzuki di seluruh Indonesia dan meningkatkan kemampuan sumber daya manusia di showroom yang menjadi ujung tombak dalam melayani konsumen.

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**ABSTRACT**

The objective of this thesis is to find out the influence of customer perception on product, place, and price to brand image in building Suzuki Ertiga's brand equity. This thesis is using exploratory research design by conducting literature reviews, and also descriptive research design by conducting survey using structural questionnaire. The survey was conducted to 180 respondents that considered

being part of the population of Suzuki Ertiga's owners who live in DKI Jakarta area. The sampling method used is non probability with judgmental sampling. The result of this thesis shows that customer perception on place and price influences the brand image of Suzuki Ertiga, while customer perception on product doesn't influence the brand image of Suzuki Ertiga. Jointly, customer perception on product, place, and price, influences the brand image of Suzuki Ertiga and will eventually influence its brand equity. The researcher suggests that company should develop brand image of Suzuki Ertiga through its product and place mix in order to build its brand equity. The development of brand image through its product mix can be done by adding lifestyle value on its present product's brand image, which is associated as family car, so the new brand image of the product will be a trendy family car. The development of brand image through its place mix can be done by improving the image of its showrooms, consist of applying standardization for the appearance and facilities of all its showrooms, and also by improving the skills of human resources in showroom as they are the ones to serve customers directly.