

Persepsi karyawan terhadap internal branding dalam pengembangan brand ambassador: studi kasus Ctb

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Abstrak

Laporan magang ini berisi tentang deskripsi perusahaan, proses pembelajaran individu selama masa magang, serta persepsi karyawan mengenai internal branding suatu departemen pada suatu perusahaan perbankan dalam rangka pengembangan brand ambassador oleh karyawan kepada pihak luar perusahaan. Untuk mengembangkan brand ambassador, terdapat empat faktor yang mempengaruhi, yaitu employee perceived brand knowledge, employee perceived brand importance, employee perceived brand role relevance, dan employee brand commitment.

Pengolahan data dalam penelitian ini menggunakan analisis regresi dalam program SPSS 20. Hasil penelitian ini menunjukkan bahwa brand importance dan brand role relevance mempengaruhi penciptaan brand ambassador perusahaan, serta brand commitment memediasi hubungan antara brand importance dan brand role relevance kepada brand endorsement.

.....This report explore about a company description, lesson learned during internship period, and also about employees perception regarding internal branding of certain department in a banking company for the sake of developing brand ambassador by the employee to outside party. There are four factors that influence the development of brand ambassador, which are employee perceived brand knowledge, employee perceived brand importance, employee perceived brand role relevance and employee brand commitment.

The data processing in this research are using the regression analysis using the software SPSS 20. The result of this research shows that brand importance and brand role relevance affect brand endorsement of the firm; meanwhile brand commitment mediates the relationship between brand importance and brand role relevance with brand endorsement.