

## Analisis faktor faktor yang memengaruhi store brand equity pada industri ritel fashion di Indonesia = Antecedents of store brand equity in Indonesia fashion retail industry

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### Abstrak

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi store brand equity pada industri ritel fashion di Indonesia khususnya yang menerapkan strategi fast fashion. Data pada penelitian ini didapat dari penyebaran kuisioner kepada konsumen ZARA, H&M dan UNIQLO yang pernah melakukan pembelian selama 6 (enam) bulan terakhir. Data ini diolah dengan menggunakan metode Structural Equation Modelling (SEM). Hasil penelitian ini menunjukkan bahwa ekuitas merek toko (store brand equity) dipengaruhi langsung secara positif oleh kesadaran merek toko (store brand awareness) dan loyalitas merek toko (store brand loyalty). Loyalitas merek toko (store brand loyalty) dipengaruhi secara langsung dan positif oleh persepsi kualitas merek toko (store brand perceived quality) dan kesadaran merek toko (store brand awareness). Kemudian, persepsi kualitas merek toko (store brand perceived quality) dipengaruhi langsung oleh citra komersial toko (store commercial image). Sementara kesadaran merek toko (store brand awareness) dipengaruhi oleh reputasi toko (store reputation), citra komersial toko (store commercial image), dan citra harga toko (store price image).

.....This study aims to analyze the antecedents of store brand equity in Indonesia Fashion Retail Industry, particularly those that implement fast fashion strategy. Data for this research were collected from ZARA, H&M, and UNIQLO consumers, specifically those who made purchasing in the last 6 (six) months. They were analyzed using Structural Equation Modeling (SEM) method. The results of this show that store brand awareness and store brand loyalty have positive effect on store brand equity. Then, store brand loyalty affected positively by store brand perceived quality and store brand awareness. Furthermore, store brand perceived quality affected by store commercial image, while store brand awareness affected positively by store reputation, store commercial image, and store price image.