

## Analisis ekuitas merek internal perusahaan pada industri perbankan (studi pada Bank Syariah Mandiri) = Analysis of company internal brand equity in banking industry (study on Bank Syariah Mandiri)

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### Abstrak

Tujuan penelitian adalah untuk mengetahui apakah antecedents dari internal brand equity yang dikembangkan oleh Baumgarth dan Schmidt (2010) memiliki pengaruh secara signifikan terhadap internal brand equity dari suatu perusahaan dan apakah internal brand equity memiliki pengaruh terhadap customer-based brand equity. Pada penelitian ini menggunakan sampel 280 responden karyawan dan 280 responden konsumen Bank Syariah Mandiri. Pengolahan analisis data menggunakan Structural Equation Model (SEM) dengan software Lisrel.

Hasil analisis menunjukkan bahwa terdapat pengaruh brand orientation secara langsung terhadap internal brand equity, terdapat pengaruh brand orientation terhadap internal brand commitment, internal brand knowledge, internal brand involvement, serta terdapat pengaruh juga dari internal brand commitment dan internal brand knowledge terhadap internal brand equity. Akan tetapi internal brand involvement tidak memiliki pengaruh terhadap internal brand knowledge dan internal brand equity. Temuan hipotesis sembilan menggunakan analisis independent sample t-test menunjukkan bahwa terdapat perbedaan nilai mean antara internal brand equity dan customer-based brand equity.

*This study aims to determine whether antecedents of internal brand equity developed by Baumgarth and Schmidt (2010) have significant effect on the internal brand equity and its relationship to customer-based brand equity. This study use sample from 280 respondents of employees and 280 respondents of consumers in Bank Syariah Mandiri. This study using Structural Equation Model (SEM) with software Lisrel to analyze the data.*

The result show that brand orientation have a direct impact to internal brand equity, and then brand orientation have a significant impact to internal brand commitment, internal brand knowledge, internal brand involvement, and also internal brand commitment and internal brand knowledge has a significant impact on internal brand equity. Where as internal brand involvement proved to have no impact to internal brand equity and internal brand knowledge. For hypothesis nine, this study use independent sample t-test, proved to internal brand equity have different mean with customer-based brand equity.