

# Analisis brand equity menurut persepsi peserta asuransi kesehatan PT. X Pasca Rebranding tahun 2011 = Analysis of brand equity according to the insured?s perception in PT. X After Rebranding on 2011 / Anggun Nabila

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Abstrak

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Skripsi ini membahas tentang gambaran Brand Equity menurut persepsi peserta asuransi kesehatan PT. X pasca rebranding yang dilaksanakan pada tahun 2011. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan cross sectional. Hasil penelitian menggambarkan bahwa secara umum persepsi peserta asuransi kesehatan terhadap Brand Equity PT. X adalah baik. PT. X harus meningkatkan Brand Equity peserta terhadap PT. X.

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**ABSTRACT**

The focus of this study is about description of Brand Equity according to the insured?s perception in PT. X after rebranding on 2011. This research using quantitative study with cross sectional approach. The result of this study describes that over all the insured?s perception about Brand Equity of PT. X is good. From this result, the researcher suggest that PT. X should improve Brand Equity of the PT. X to the insured.