

## Analisis pengaruh advertising dan sales promotion terhadap brand equity studi pada LA Senza Indonesia = The influence of advertising and sales promotion towards brand equity study case LA Senza Indonesia

Miranda Margareth Cecilia, author

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### Abstrak

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Penelitian ini ditujukan untuk melihat pengaruh antara advertising dan sales promotion terhadap terbentuknya brand equity dari merek La Senza Indonesia. Dimensi brand equity yang diteliti adalah perceived quality, brand awareness, brand association, brand personality, self-brand connection, dan brand loyalty. Dari data tersebut, dilakukan penghitungan dengan Structural Equation Model SEM dengan menggunakan piranti lunak Smart PLS untuk mendapatkan model dan insight untuk peningkatan brand equity yang nantinya dapat berpengaruh kepada penjualan jangka panjang sebuah brand. Hasil penelitian menunjukkan perceived advertising spend, attitude towards advertisement, dan monetary promotion memberikan pengaruh positif terhadap dimensi-dimensi brand equity tersebut. Namun, non-monetary promotion tidak memberikan pengaruh positif terhadap brand equity. Hal ini akan dimanfaatkan untuk meningkatkan brand equity konsumen terhadap merek melalui strategi pemasaran yang tepat.

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This research aimed to see the influence between advertisement and sales promotion towards brand equity from La Senza Indonesia brand. The dimension of brand equity are perceived quality, brand awareness, brand association, brand personality, self brand connection, and brand loyalty. The data was calculated using Structural Equation Model SEM using Smart PLS software. The result showed the perceived advertising spend, attitudes toward advertisement, and monetary promotion have positive influence to the dimensions of brand equity. Non monetary promotions, however, do not have a positive effect on brand equity. This result will be utilized to increase brand equity of consumers towards brands through appropriate marketing strategies that can affect the long term sales of a brand.