

Analisis pengaruh antar variabel pembentuk brand equity. Studi kasus: Daerah Istimewa Yogyakarta = The effect between brand equity dimensions. Case study: Special Region of Yogyakarta

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Abstrak

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Aset budaya merupakan hal yang dapat dijadikan competitive advantage bagi pariwisata sebuah destinasi atau kota. Penelitian ini bertujuan untuk menganalisis pengaruh antar variabel pembentuk brand equity; yaitu cultural brand asset, brand awareness, brand association, brand quality, dan brand loyalty pada pariwisata di Daerah Istimewa Yogyakarta. Penelitian ini melibatkan 232 responden yang pernah berwisata ke Daerah Istimewa Yogyakarta dari seluruh Indonesia. Hasil penelitian ini menunjukkan bahwa cultural brand asset memiliki pengaruh positif terhadap brand awareness dan brand quality. Brand awareness berpengaruh positif terhadap brand association tetapi tidak berpengaruh pada brand quality. Brand association berpengaruh positif terhadap brand quality tetapi tidak berpengaruh pada brand loyalty. Terakhir, brand quality berpengaruh positif terhadap brand loyalty.

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ABSTRACT

Cultural assets can be a competitive advantage for tourism of a destination or city. This research aims to analyze the effect between brand equity dimensions such as cultural brand asset, brand awareness, brand association, brand quality, and brand loyalty of tourism in Special Region of Yogyakarta. 232 respondents who had traveled to Special Region of Yogyakarta from all over Indonesia involved. The result shows that cultural brand asset has a positive effect to brand awareness and brand quality. Brand awareness has a positive effect to brand association but has no effect to brand quality. Brand association has a positive effect to brand quality but has no effect to brand loyalty. The last, brand quality has a positive effect to brand loyalty.