

The analysis of interactions among brand equity dimensions in the festival context: Jazz goes to campus 2016 and Java jazz festival 2017 = Analisis interaksi antara dimensi ekuitas merek dalam konteks festival: Jazz goes to campus 2016 dan Java jazz festival 2017

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Abstrak

Perkembangan dunia ekonomi dan bisnis sekarang mengalami pergeseran paradigma, mulai dari ekonomi berbasis sumber daya hingga ekonomi berbasis pengetahuan. Akibatnya, salah satu dari sekian banyak industri yang berpotensi untuk dapat dikembangkan dan dapat berkontribusi terhadap perekonomian Indonesia adalah sektor industri kreatif. Penelitian ini bertujuan untuk mengembangkan kerangka konseptual ekuitas merek berbasis pengunjung dalam konteks festival.

Secara khusus, penelitian ini menguji praktik perilaku pengunjung festival berdasarkan hubungan antara dimensi ekuitas merek brand awareness, brand image, brand quality, perceived value dan brand loyalty dengan objek penelitian festival musik jazz tertua di Indonesia Jazz Goes to Campus dan Festival musik jazz terbesar di Indonesia Java Jazz Festival.

Hasilnya diuji dengan menggunakan structural equation model SEM dengan bantuan software LISREL 8.51. Temuan dari hasil penelitian menunjukkan bahwa terdapat interaksi antara dimensi ekuitas merek kecuali interaksi antara brand awareness terhadap perceived value, brand image terhadap brand quality dan brand quality terhadap perceived value.

*The world's development of economic and business is now experiencing a paradigm shift, from resource based economy into a knowledge based economy. As a result, one of numerous industries that have the potential to be able to develop and can contribute to the Indonesia's economy is the creative industry sector. This research aims to develop a conceptual framework of visitor based brand equity in the festival context.*

*Specifically, this study examines festival visitors behavioral practices based on the relationships among the brand equity dimensions brand awareness, brand image, brand quality, perceived value and brand loyalty with the research object of Indonesia's oldest jazz music festival Jazz Goes to Campus and Indonesia's biggest jazz music festival Java Jazz Festival.*

*The results are tested using structural equation modelling with the help of LISREL 8.51 software. Findings from the result showed that there is interactions among brand equity dimensions except for interaction between brand awareness to perceived value, brand image to brand quality and brand quality to perceived value.*