

Pengaruh Persepsi Etika Konsumen Terhadap Brand Affect, Brand Image dan Brand Equity Nasabah Retail Bank Central Asia (Studi Kasus: Program CSR Bakti BCA) = The Influence of Consumer Perceived Ethicality on Brand Affect, Brand Image and Brand Equity of Bank Central Asia Retail Customers (Case Study: Bakti BCA CSR Program)

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Abstrak

Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh Customer Perceived Ethicality nasabah Bank Central Asia terhadap Brand Equity, Brand Affect dan Brand Image serta pengaruh mediasi Brand Affect dan Brand Image terhadap Brand Equity. Penelitian ini telah dilaksanakan dengan mengambil sampel yang merupakan nasabah retail bank konvensional BCA dan bank digital blu by BCA, berusia 17 - 40 tahun dan merupakan nasabah aktif dari kedua bank tersebut selama minimal 6 bulan terakhir. Pengambilan sampel dilakukan dengan menyebarkan kuesioner dalam bentuk Google Forms yang disebarkan secara online melalui platform media sosial. Penelitian ini berhasil mengumpulkan 243 responden. Seluruh data yang telah dikumpulkan diolah menggunakan metode Partial Least Squares – Structural Equation Modelling (PLS SEM). Hasil dari pengolahan data penelitian menunjukkan bahwa Customer Perceived Ethicality memiliki pengaruh yang signifikan terhadap Brand Image dan Brand Affect. Peran mediasi Brand Image juga menunjukkan pengaruh positif antara Customer Perceived Ethicality dengan Brand Equity. Namun, ditemukan sebuah data yang menunjukkan bahwa Customer Perceived Ethicality dan Brand Affect tidak memiliki pengaruh positif secara langsung maupun mediasi terhadap Brand Equity.

.....This research was conducted to examine the effect of Bank Central Asia's Customer Perceived Ethicality towards Brand Equity, Brand Affect and Brand Image as well as the mediating effect of Brand Affect and Brand Image on Brand Equity. This research was conducted by taking samples which are the retail customers of conventional bank BCA and blu by BCA, aged 17-40 years and have been active customers of both banks for at least the last 6 months. Sampling was carried out by distributing questionnaires in Google Forms which were distributed online through social media platforms. This research managed to collect 243 respondents. All data that has been collected is processed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The results of research data processing show that Customer Perceived Ethicality has a significant connection to Brand Image and Brand Affect. The mediation role of Brand Image also shows a positive relationship between Customer Perceived Ethicality and Brand Equity. However, another data was found showing that Customer Perceived Ethicality and Brand Affect did not have a direct positive influence or mediation on Brand Equity.