

Analisis Hubungan Elemen-Elemen Komunikasi Pemasaran Terpadu (Integrated Marketing Communication) Terhadap Dimensi-Dimensi Dalam Ekuitas Merek (Brand Equity)(Studi Kasus Pada Merek FMCG: Indomie) = Relationship Analysis between Elements of Integrated Marketing Communication Towards The Dimensions of Brand Equity- (Case Study: Indomie as FMCG Brand)

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Abstrak

Penelitian ini menjelaskan hubungan antara masing-masing elemen dalam komunikasi pemasaran terpadu sebuah merek produk terhadap pembentukan dimensi-dimensi ekuitas mereknya, serta menjelaskan hubungan antar dimensi dalam ekuitas merek produk tersebut. Metode penelitian yang digunakan adalah kuantitatif dengan survei kepada 772 responden target pemasaran produk tersebut. Analisis data menggunakan metode SEM-PLS pada aplikasi SMART PLS 3.0 dan menggunakan analisis uji univariat serta multivariat. Hasil penelitian mengungkapkan advertising, sales promotions, dan word of mouth marketing memiliki pengaruh paling besar secara positif terhadap pembentukan dimensi-dimensi ekuitas merek. Tidak ada variabel komunikasi pemasaran terpadu yang berpengaruh langsung ke brand loyalty, melainkan harus melewati brand awareness, perceived quality, dan brand association. Brand awareness akan mempengaruhi perceived quality, yang kemudian mempengaruhi brand association, dan baru kemudian mempengaruhi brand loyalty.

.....This study explains the relationship between each element in the integrated marketing communication of a product brand towards the formation of dimensions of its brand equity, also explains the relationship among the dimensions in the brand equity of the product. This research use quantitative method by conduct a survey to 772 respondents of the brands' target consumer. SEM-PLS method on SMART PLS 3.0 application was used to data analysis and tested using univariate and multivariate analysis. The results of the study reveal that advertising, sales promotions, and word of mouth marketing have the greatest influence for positive form brand equity dimensions. But there is no integrated marketing communication elements that has direct effect on forming brand loyalty, but has to pass through brand awareness, perceived quality, and brand association. Brand awareness will affects perceived quality, which then affects brand association, and at last affects brand loyalty.