

Pengaruh brand orientation dengan moderasi organization change readiness didalam meningkatkan brand equity pada brand corporate di Indonesia = Influence of brand orientation with moderation organization change readiness for improving brand equity at corporate brand in Indonesia

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Abstrak

Teknologi mengubah perilaku masyarakat dunia hari ini. Penelitian bertujuan untuk menjelaskan relasi positif antar laten variabel brand orientation, brand knowledge, brand involvement dan brand commitment terhadap brand equity suatu organisasi, dengan kebaruan variabel di moderasi organization change readiness untuk perusahaan business to business (B2B), khususnya Internet Service Provider (ISP) di negara berkembang. Survei online mengikuti metode purposive sampling kepada 68 responden perusahaan dan dilakukan analisis menggunakan metode Partial Least Square (PLS). Hasil penelitian menunjukkan adanya relasi brand commitment terhadap internal brand equity dengan moderasi organization change readiness namun tidak terbukti adanya hubungan langsung dari internal brand equity dan brand equity.

.....Technology changes people behavior in today society globally. Reseach objective is to explain positive relationship between latent variables of brand orientation, brand knowledge, brand involvement, brand commitment to brand equity in organization, by novelty in moderation organization change readiness at business to business (B2B), especially to internet service provider (ISP) in developing country. Online survey uses purposive sampling at 68 company respondents and analysis using Partial Least Square (PLS). Result shows relationship between brand orientation, brand commitment to internal brand equity with moderation organization change readiness, however there is no proof established relationship between internal brand equity and brand equity.