

Pengaruh Integrated Marketing Communication, Brand Image, Customer Experience, dan Electronic Word Of Mouth Terhadap Brand Equity (Studi Pada PT Indofood Sukses Makmur Tbk Divisi Bogasari) = The Effect of Integrated Marketing Communication, Brand Image, Customer Experience and Electronic Word of Mouth on Brand Equity Case in PT Indofood Sukses Makmur Tbk Divisi Bogasari

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Abstrak

Persaingan fast moving consumer goods (FMCG) di Indonesia khususnya industri tepung terigu mengharuskan perusahaan untuk mempertahankan bisnis mereka dengan meningkatkan dan mempertahankan brand equity. Brand equity yang kuat diyakini mampu mempertahankan konsumen dan menolak beralih ke merek lain. Terdapat faktor-faktor yang mempengaruhi brand equity. Tesis ini membahas seberapa besar pengaruh integrated marketing communication, brand image, customer experience, dan electronic word of mouth terhadap brand equity pada PT Indofood Sukses Makmur Tbk Divisi Bogasari. Pendekatan yang digunakan dalam penelitian ini menggunakan pendekatan kuantitatif kepada 100 responden pengguna tepung terigu Bogasari. Metode analisis data dilakukan dengan menggunakan analisis deskriptif, korelasi, dan regresi yang akan mengenali antara faktor-faktornya. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif yang signifikan antara integrated marketing communication terhadap brand equity, brand image terhadap brand equity, customer experience terhadap brand equity, dan electronic word of mouth terhadap brand equity. Selain itu, hasil penelitian ini dapat direkomendasikan kepada perusahaan dalam merumuskan strategi untuk meningkatkan brand equity agar dapat bersaing dalam dunia FMCG.

.....Competition for fast moving consumer goods (FMCG) in Indonesia, especially the wheat flour industry, requires companies to maintain their business by increasing and maintaining brand equity. Strong brand equity be able to retain consumers and refuse to switch to other brands. There are factors that affect brand equity. This thesis discusses how much influence integrated marketing communication, brand image, customer experience, and electronic word of mouth have on brand equity at PT Indofood Sukses Makmur Tbk Bogasari Division. The approach used in this study uses a quantitative approach to 100 respondents using Bogasari wheat flour. The method of data analysis is done by using descriptive analysis, correlation, and regression that will identify the factors. The results of this study indicate that there is a significant positive effect between integrated marketing communication on brand equity, brand image on brand equity, customer experience on brand equity, and electronic word of mouth on brand equity. In addition, the results of this study can be recommended to companies in formulating strategies to increase brand equity in order to compete in the FMCG world.