

Pengaruh Country of Origin Image terhadap pembentukan Brand Equity dalam produk otomotif : studi kasus Bajaj Auto Indonesia = The effect of Country of Origin Image on the formation of Brand Equity in automotive product : case study Bajaj Auto Indonesia

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Abstrak

Penelitian ini membahas mengenai pengaruh country of origin image terhadap pembentukan brand equity pada salah satu produk otomotif, yaitu kendaraan roda dua dengan mengambil studi kasus pengguna sepeda motor Bajaj Pulsar. Dalam penelitian ini, pengolahan data dilakukan dengan menggunakan Structural Equation Modeling dengan program LISREL 8.5. Hasil penelitian ini menunjukkan bahwa country of origin image mempunyai pengaruh positif serta signifikan terhadap sumber brand equity. Selain itu sumber brand equity yang merupakan variabel mediasi terdiri dari tiga variabel, yaitu brand distinctiveness, brand loyalty, dan brand awareness. Hanya variabel brand loyalty yang mempunyai pengaruh positif serta signifikan terhadap brand equity. Sebaliknya country of origin image tidak mempunyai pengaruh signifikan terhadap brand equity. Interpretasi, limitasi, dan implikasi manajerial akan didiskusikan lebih lanjut.

This research investigates the effect of country of origin image on the formation of brand equity on one of the automotive product, specifically in two-wheeled vehicle. The case study used is Bajaj Pulsar Motorcycle. In this research, Structural Equation Modeling (SEM) with LISREL 8.5 program has been used to process the data. The result shows that country of origin image has a positive and significant effect on brand equity dimensions. Furthermore, among three mediating variables of brand equity dimensions (those are brand distinctiveness, brand loyalty, and brand awareness/associations), it is proven that there is only one mediating variable, brand loyalty, which has a positive and significant effect on brand equity. However, it is found that country of origin image has not significant effect on brand equity. Interpretations, limitations, and managerial implications are discussed further.