

Analisis ekuitas merek internal perusahaan di kategori high involvement studi pada Nike Indonesia = Analysis of company internal brand equity in category high involvement study on Nike Indonesia / Nuzul Inas Nabila

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah antecedents internal brand equity yang dikembangkan oleh Baumgarth dan Schmidt (2010) benar mempengaruhi internal brand equity perusahaan dan mengetahui apakah internal brand equity dari perspektif karyawan sama dengan customer brand equity dari perspektif konsumen . Sampel penelitian ini adalah karyawan outlet Nike dan konsumen Nike. Partial Least Square digunakan dengan software Wrap PLS 4.0 digunakan untuk menganalisis data. Hasil analisis menunjukkan bahwa internal brand commitment, internal brand knowledge, internal brand involvement berpengaruh terhadap internal brand equity.

Sedangkan brand orientation tidak terbukti memiliki pengaruh langsung terhadap internal brand equity, dan brand orientation tidak terbukti mempunyai pengaruh langsung terhadap internal brand knowledge namun melalui internal brand involvement memiliki pengaruh yang cukup signifikan. Temuan empiris lain yang penting dengan menggunakan analisis independent t test tidak terbukti Internal brand equity dari perspektif karyawan sama dengan customer brand equity dari perspektif konsumen.

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ABSTRACT

This study aims to determine whether antecedents of internal brand equity developed by Baumgarth and Schmidt (2010) and determine whether the internal brand equity from the perspective of the employee similar with the customer brand equity from a consumer perspective. The samples of this study is an employees and consumers of Nike. Partial Least Square used with software Wrap PLS 4.0 used to analyze the data. The result show that internal brand commitment, internal brand knowledge, internal brand involvement has a significant impact on internal brand equity.

Where as brand orientation proved to have no direct impact to internal brand equity, and brand orientation proved to have no direct impact on the internal brand knowledge but through internal brand involvement has a significant impact. Another important empirical findings using independent t test analysis is not proven Internal brand equity from the perspective of the employee similar with the customer brand equity from a consumer perspective, This study aims to determine whether antecedents

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