

Analisis ekuitas merek pelumas: studi kasus Shell Helix HX3 = Brand equity analysis of lubricants: case study Shell Helix HX3 / Annisa Chandra

Annisa Chandra, author

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Abstrak

[ABSTRAK

Ekuitas merek merupakan serangkaian aset dan kewajiban merek yang terkait dengan sebuah merek, nama dan simbolnya, yang menambah atau mengurangi nilai yang diberikan sebuah produk atau jasa kepada perusahaan atau pelanggan perusahaan tersebut. Penelitian ini membahas tentang pengaruh elemen-elemen utama ekuitas merek, yaitu persepsi kualitas, kesadaran merek, asosiasi merek, dan loyalitas merek, dalam membangun ekuitas merek Shell Helix HX3. Hasil penelitian menunjukkan bahwa hanya loyalitas merek yang memiliki pengaruh positif yang signifikan terhadap ekuitas merek Shell Helix HX3. Dengan demikian, sebaiknya Shell Indonesia terus meningkatkan aktivitas komunikasi pemasaran terpadu secara terencana dan berkelanjutan untuk meningkatkan loyalitas merek dan selanjutnya ekuitas merek Shell Helix HX3.

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ABSTRACT

Brand equity is a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm's customers. This study discusses the influence of the main elements of brand equity, including perceived quality, brand awareness, brand association, and brand loyalty, in building brand equity of Shell Helix HX3. The results showed that the only element that has a significant positive effect on brand equity of Shell Helix HX3 was brand loyalty. Thus, Shell Indonesia should continue to improve the integrated marketing communications activities in a planned and sustainable manner to increase brand loyalty and subsequently brand equity of Shell Helix HX3, Brand equity is a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm's customers. This study discusses the influence of the main elements of brand equity, including perceived quality, brand awareness, brand association, and brand loyalty, in building brand equity of Shell Helix HX3. The results showed that the only element that has a significant positive effect on brand equity of Shell Helix HX3 was brand loyalty. Thus, Shell Indonesia should continue to improve the integrated marketing communications activities in a planned and sustainable manner to increase brand loyalty and subsequently brand equity of Shell Helix HX3]