

Analisis variabel-variabel yang berpengaruh terhadap brand equity private label: studi kasus pada Slurpee 7 eleven = Analysis of variables affecting the brand equity private label: case study on Slurpee 7 eleven

Dien Zakiyyah, author

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Abstrak

Penelitian ini bertujuan untuk menganalisis variabel-variabel yang berpengaruh terhadap brand equity private label milik convenience store 7 Eleven yang berupa minuman berkarbonasi beku Slurpee. Metode sampling dalam penelitian ini adalah tipe non-probability sampling yaitu convenience sampling. Penelitian ini bersifat kuantitatif dan dilakukan satu kali dalam satu periode waktu single cross-sectional. Penyebaran kuesioner dilakukan secara online dengan bantuan google docs, serta menggunakan metode store-intercept survey atau survei yang dilakukan ketika responden sedang berada di 7 Eleven. Responden dikatakan layak jika setidaknya pernah mengunjungi 7 Eleven dalam tiga bulan terakhir, serta pernah mengonsumsi atau membeli Slurpee. Pengisian kuesioner bersifat self-administered atau responden mengisi sendiri kuesioner yang dibagikan. Jumlah responden yang berhasil dihimpun sebanyak 208 responden. Data penelitian ini diolah dengan menggunakan teknik Structural Equation Modeling SEM. Hasil pengolahan data menunjukkan bahwa variabel harga, monetary promotions, dan distribusi 7 Eleven memberikan pengaruh pada brand equity produk private label, sementara itu variabel advertising activity, in-store promotions dan in-store communication tidak memberikan pengaruh terhadap brand equity private label.

.....The purpose of this research is to analyze variables affecting on brand equity private label products of flavored frozen drink Slurpee, a product of convenience store 7 Eleven. The sampling method is non probability sampling specifically convenience sampling. The study was conducted with a single cross sectional. The questionnaire was distributed online using google docs, along with the store intercept survey method as well. The respondents should be visiting 7 eleven in the last three months and had been tasted or bought Slurpee in order to be categorized as appropriate. The research data is processed with Structural Equation Modeling SEM. This research was collected by 208 respondents. The results of the processing data reflect some of the elements of marketing mix price, monetary promotions, and wide distribution channel of 7 Eleven affect the brand equity of the private label product, meanwhile advertising activity, in store promotions, and in store communication do not affect brand equity of the private label products.