

Analisis city branding Kota Bukittinggi = City branding analysis of Bukittinggi City

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaplikasian city branding Kota Bukittinggi menggunakan model pengukuran yang menghubungkan brand equity dengan pendahulunya attitude toward the brand dan brand image dan konsekuensinya brand preference , brand equity di bentuk oleh tiga dimensi yaitu brand awareness, brand loyalty, dan perceived quality. Penelitian ini merupakan penelitian kuantitatif melalui online survey terhadap sampel 250 wisatawan yang pernah berkunjung ke Kota Bukittinggi dalam kurun waktu 1 tahun terakhir. Pengujian hipotesi menggunakan analisis SEM. Pada penelitian ini ditemukan bahwa attitude toward the brand mempengaruhi brand equity, brand equity berpengaruh pada brand preference secara positif dan signifikan, dan brand equity terdiri dari brand loyalty dan perceived quality.

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ABSTRACT

The purpose of this study is to analyze the application of city branding in Bukittinggi city using a measurement model to link brand equity to its antecedents attitude toward the brand and brand image and consequences brand preference , brand equity consists of 3 dimensions brand awareness, brand loyalty and perceived quality . The design research is quantitative with online survey as a tool to collect data from 250 tourists who travelled to Bukittinggi City in the past year. As for hypothesis testing, SEM analysis was used. The findings show that attitude toward the brand positively and significantly contributes to brand equity, brand equity positively and significantly contributes to brand preferences, and brand equity consists of brand loyalty and perceived quality.