

Studi komparatif brand equity restoran cepat saji pada Kentucky Fried Chicken, McDonald's, dan Burger King = Comparative study on fast food restaurant brand equity at Kentucky Fried Chicken, McDonald's, and Burger King

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Abstrak

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Brand equity merupakan ukuran dari kekuatan sebuah merek. Sebagai restoran cepat saji dengan merek internasional, Kentucky Fried Chicken, McDonalds, dan Burger King sudah pasti memiliki ekuitas merek. Adanya perbedaan banyaknya jumlah gerai dan lamanya beroperasi di Indonesia, khususnya Jabodetabek, memberikan ekuitas merek yang berbeda diantara tiga restoran tersebut. Penelitian ini bertujuan untuk mengukur variabel, dimensi, serta indikator dari ekuitas merek Kentucky Fried Chicken, McDonalds, dan Burger King. Penelitian ini menggunakan pendekatan kuantitatif, dengan cara memperoleh data dari penyebaran kuesioner kepada 100 responden yang merupakan konsumen ketiga restoran selama enam bulan terakhir. Hasil penelitian ini menunjukkan bahwa walaupun Kentucky Fried Chicken adalah yang beroperasi paling lama, McDonalds mendapatkan nilai brand equity tertinggi.

ABSTRACT

Brand Equity is a way to measure a brands strength. As a global brand in fast food restaurant, Kentucky Fried Chicken, McDonalds, and Burger King clearly have a brand equity. A difference in operational years and numbers of outlets in Indonesia, especially in Jabodetabek, makes a difference to these three restaurants in terms of brand equity. This research is intended to measure the brand equity variable of the three restaurants, the dimensions in the variable, and the indicators in the dimensions. This quantitative research collects data from 100 respondents that had visited each of the three restaurants in the past six months. This research shows that although Kentucky Fried Chicken is the oldest running between the three, McDonalds have the highest brand equity compared to the other two.