

Hubungan antara variabel event brand image, event brand quality, event brand value, dan event brand loyalty pada model customer-based brand equity yang digunakan untuk menganalisa acara edukasi =
Relationships between event brand image, event brand quality, event brand value, and event brand loyalty in customer-based brand equity model which used to analyze educational event

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Abstrak

Penelitian ini bertujuan untuk memahami hubungan antar empat dimensi yang ada pada kerangka konsep customer-based brand equity (CBBE) dalam konteks acara edukasi dan juga untuk mengetahui jenis hubungan yang ada diantara dimensi event brand value (EBV) dan event brand loyalty (EBL). Analisis jalur digunakan dalam penelitian ini untuk menguji ke-6 pernyataan hipotesis. Setelah melakukan pengolahan data kuisioner dengan bantuan perangkat lunak IBM SPSS Statistics 21 (N = 298), hasil penelitian mengindikasikan bahwa seluruh konstruk dapat dinyatakan valid dan reliabel. Dimensi event brand loyalty (EBL), dipengaruhi secara langsung oleh dimensi event brand image (EBI), event brand value (EBV), dan terlebih secara kuat oleh event brand quality (EBQ). Penelitian ini berguna bagi pihak-pihak penyelenggara acara edukasi (seperti seminar) yang ingin meningkatkan event brand equity serta penelitian ini turut memperkaya literatur ilmiah untuk pengembangan profesi humas.

This research aimed to understand relationship between dimensions that exist on customer-based brand equity (CBBE) concept in the context of educational event and to examine the relationship between event brand value and event brand loyalty. Path analysis technique was used to test the 6 hypothetical statements. Questionnaires were analyzed (N = 298), results indicated that all questions on the questionnaire was valid and reliable to test the 4 constructs. Event brand loyalty (EBL) was proven directly affected by event brand image (EBI), event brand value (EBV), and moreover, proven highly influenced by event brand quality (EBQ). This research is useful for educational events organizers that care about event brand equity and also contributes to the development of public relations profession.