

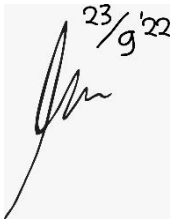
ANALISIS EKUITAS MEREK BERBASIS KONSUMEN PADA PT BIMO TRANSPORT INDONESIA YOGYAKARTA

Shatya Kurnia Ardhana

Abstrak

Penelitian ini bertujuan untuk menganalisis ekuitas merek berbasis konsumen pada PT Bimo Transport Indonesia. Penelitian ini menggunakan metode deskriptif kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling* sejumlah 95 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Kuesioner yang dibagikan diukur menggunakan skala *likert*. Berdasarkan hasil penelitian secara keseluruhan variabel *brand equity* memiliki nilai rata-rata hitung sebesar 3,18 yang termasuk dalam kategori netral. Berdasarkan indikator kinerja memiliki nilai rata-rata hitung sebesar 3,70 yang termasuk dalam kategori setuju. Berdasarkan indikator citra sosial memiliki nilai rata-rata hitung sebesar 2,58 yang termasuk dalam kategori tidak setuju. Berdasarkan indikator nilai memiliki nilai rata-rata hitung sebesar 3,38 yang termasuk dalam kategori netral. Berdasarkan indikator kepercayaan memiliki nilai rata-rata hitung sebesar 3,62 yang termasuk dalam kategori setuju. Berdasarkan indikator komitmen memiliki nilai rata-rata hitung sebesar 2,59 yang termasuk dalam kategori tidak setuju.

Kata Kunci: *Ekuitas Merek, Kinerja, Citra Sosial, Nilai, Kepercayaan, Komitmen*



23/9'22

ANALYSIS CONSUMER- BASED BRAND EQUITY AT PT BIMO TRANSPORT INDONESIA YOGYAKARTA

Shatya Kurnia Ardhana

Abstract

This study aims to analyze consumer-based brand equity at PT Bimo Transport Indonesia. This research uses quantitative descriptive methods. The sampling technique used purposive sampling of 95 respondents. Primary data collection is carried out by questionnaire methods that have been tested for validity and reliability. The questionnaires distributed were measured using a likert scale. Based on the results of the overall study, the brand equity variable has a calculated average value of 3.18 which is included in the netral category. Based on performance indicators, it has a calculated average value of 3.70 which is included in the agree category. Based on the social image indicator, it has a calculated average value of 2.58 which is included in the category of disagreeing. Based on the value indicator, it has a calculated average value of 3.38 which is included in the agreed category. Based on the trustworthiness indicator, it has a calculated average value of 3.62 which belongs to the category of agreeing. Based on the commitment indicator, it has a calculated average value of 2.59 which is included in the category of disagreeing.

Keywords: *Brand Equity, Performance, Social Image, Value, Trustworthiness, Commitment*

