

# ANALISIS CITRA MEREK MOBIL WULING MENURUT KONSUMEN PADA PT AUTOMOBIL JAYA MANDIRI MLATI

Puji Lestari

## Abstrak

Penelitian ini bertujuan untuk menganalisis Citra Merek Mobil Wuling Menurut Konsumen Pada PT Automobil Jaya Mandiri Mlati. Penelitian ini menggunakan metode deskriptif kuantitatif. Data primer dalam penelitian ini bersumber dari hasil kuesioner citra merek menurut konsumen PT Automobil Jaya Mandiri Mlati. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *probability sampling* dengan *simple random sampling*. Sampel dalam penelitian ini berjumlah 56 responden. Metode analisis data yang digunakan yaitu analisis rata-rata hitung (*arithmetic mean*) yang diolah dengan SPSS 22. Berdasarkan hasil penelitian yang telah dilakukan menunjukkan variabel citra merek memperoleh nilai rata-rata sebesar 4,06 masuk dalam kategori setuju. Hasil tersebut menunjukkan bahwa citra merek mobil Wuling menurut konsumen pada PT Automobil Jaya Mandiri Mlati sudah cukup baik, namun masih perlu ditingkatkan agar mencapai kategori sangat setuju. Berdasarkan indikator identitas merek memperoleh nilai rata-rata sebesar 3,87 masuk dalam kategori setuju. Berdasarkan indikator kepribadian merek memperoleh nilai rata-rata sebesar 4,22 masuk dalam kategori sangat setuju. Berdasarkan indikator asosiasi merek memperoleh nilai rata-rata sebesar 4,05 masuk dalam kategori setuju. Berdasarkan indikator sikap dan perilaku merek memperoleh nilai rata-rata sebesar 4,11 masuk dalam kategori setuju. Berdasarkan indikator keunggulan dan kompetensi merek memperoleh nilai rata-rata sebesar 4,06 masuk dalam kategori setuju.

**Kata Kunci:** *Citra Merek*

08/11/20  


## ***ANALYSIS OF WULING CAR BRAND IMAGE ACCORDING TO CONSUMERS AT PT AUTOMOBIL JAYA MANDIRI MLATI***

***Puji Lestari***

### ***Abstract***

*This study aims to analyze the Brand Image of Wuling cars among consumers at PT Automobil Jaya Mandiri Mlati. This research used quantitative descriptive methods. The primary data in this study comes from the results of a brand image questionnaire among consumers of PT Automobil Jaya Mandiri Mlati. The sampling technique employed in this research is probability sampling, specifically the simple random sampling method. The sample in this study consisted of 56 respondents. The data analysis method used is arithmetic mean analysis, which is processed with SPSS 22. Based on the research results, the brand image variable obtained an average value of 4.06, which falls into the agree category. These results indicate that the brand image of Wuling cars, as perceived by consumers at PT Automobil Jaya Mandiri Mlati, is quite good but still needs improvement to reach the 'strongly agree' category. Based on the brand identity indicator, the average value obtained was 3.87, which falls into the agree category. Based on the brand personality indicator, the average value obtained was 4.22, which is in the strongly agree category. Based on the brand association indicator, the average value obtained was 4.05, which is in the agree category. Based on the attitude and behavior indicators, the brand achieved an average value of 4.11, which falls within the agree category. Based on the brand excellence and competence indicators, the average value obtained was 4.06, which is in the agree category.*

***Keywords: Brand Image***