

PENERAPAN *BRAND AWARENESS* PRODUK AC PADA PT DAIKIN *AIRCONDITIONING* INDONESIA (*YOGYAKARTA BRANCH*)

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Abstrak

Penelitian ini dilakukan di PT Daikin *Airconditioning* Indonesia (*Yogyakarta Branch*). Tujuan dari penelitian ini adalah untuk mengetahui penerapan *Brand Awareness* konsumen terhadap produk AC pada PT Daikin *Airconditioning* Indonesia (*Yogyakarta Branch*). Metode analisis data yang digunakan dalam penelitian ini menggunakan metode penelitian deskriptif kuantitatif menggunakan *arithmetic mean*. Dalam penelitian ini teknik pengambilan sampel yang digunakan adalah *probability sampling* dengan metode *simple random sampling* sebanyak 60 responden yang diperoleh dari penyebaran kuesioner. Teknik analisis data menggunakan uji instrumen penelitian meliputi uji validitas, uji reliabilitas dan *arithmetic mean*. Data tersebut diolah menggunakan program analisis statistik yaitu aplikasi SPSS (*Statistical Product and Service Solution*) versi 25. Penelitian ini menggunakan *arithmetic mean* yang menunjukkan bahwa hasil rata-rata indikator *Top of Mind* sebesar 2,48, indikator *Brand Recall* sebesar 3,21, indikator *Brand Recognition* sebesar 3,56, indikator *Unware of Brand* sebesar 3,00, Secara keseluruhan penilaian penerapan *Brand Awareness* pada produk AC pada PT Daikin *Airconditioning* Indonesia (*Yogyakarta Branch*) memperoleh nilai rata-rata sebesar 3,06 masuk dalam kategori netral. Hasil penelitian ini menempatkan produk AC Daikin dalam kategori *Brand Recognition*.

Kata Kunci: *Penerapan, Brand Awareness*

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IMPLEMENTATION OF AC PRODUCT BRAND AWARENESS AT PT DAIKIN AIRCONDITIONING INDONESIA (YOGYAKARTA BRANCH)

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Abstract

This research was conducted at PT Daikin Airconditioning Indonesia (Yogyakarta Branch). The purpose of this study was to determine the application of consumer brand awareness of AC products at PT Daikin Airconditioning Indonesia (Yogyakarta Branch). The data analysis method used in this study used a quantitative descriptive research method using the arithmetic mean. In this study, the sampling technique used was probability sampling with a simple random sampling method of 60 respondents obtained from distributing questionnaires. Data analysis technique using research instrument test includes validity test, reliability test and arithmetic mean. The data is processed using a statistical analysis program, namely the SPSS (Statistical Product and Service Solution) version 25. This study uses the arithmetic mean which shows that the average result of the Top of Mind indicator is 2.48, the Brand Recall indicator is 3.21, and the indicator is 3.21. Brand Recognition is 3.56, Unware of Brand indicator is 3.00. Overall, the application of Brand Awareness to AC products at PT Daikin Airconditioning Indonesia (Yogyakarta Branch) obtained an average value of 3.06 in the neutral category. The results of this study place Daikin's AC product in the Brand Recognition category.

Keywords: *Implementation, Brand Awareness*