

ABSTRAK

Fadhil Kemalyus Weku, 2017; Pengaruh Kesadaran Merek, Citra Merek, Dan Persepsi Kualitas Terhadap Ekuitas Merek Bank BCA Syariah Indonesia. Skripsi, Jakarta: Konsentrasi Manajemen Pemasaran, Program Studi S-1 Manajemen, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing : Setyo Ferry Wibowo, SE, M.Si & Usep Suhud, M.Si, Ph.D

Tujuan dari penelitian ini adalah: untuk menguji secara empiris: 1) pengaruh kesadaran merek terhadap ekuitas merek Bank BCA Syariah Indonesia, 2) pengaruh citra merek terhadap ekuitas merek Bank BCA Syariah Indonesia, dan 3) pengaruh persepsi kualitas terhadap ekuitas merek Bank BCA Syariah Indonesia. Objek penelitian ini adalah 210 responden yang menjadi nasabah Bank BCA Indonesia lebih dari 1 bulan. Hasil pengujian deskriptif menjelaskan bahwa citra merek, persepsi kualitas, dan kesadaran merek sangat berpengaruh terhadap ekuitas merek Bank BCA Syariah. Hasil pengujian hipotesis menunjukkan: 1) citra merek berpengaruh positif terhadap ekuitas merek, 2) persepsi kualitas berpengaruh positif terhadap ekuitas merek, 3) kesadaran berpengaruh terhadap ekuitas merek.

Kata kunci: citra merek, persepsi kualitas, kesadaran merek, ekuitas merek, bank syariah

ABSTRACT

Andrianto Prasetya Nugroho, 2015; The Influence of Brand Image, Perceived Quality, and Brand Awareness Toward Brand Equity of Bank BCA Syariah Indonesia. Skripsi, Jakarta: Marketing Management Concentration, Management Study Program, Department of Management, Faculty of Economics, State University of Jakarta. Advisory: Setyo Ferry Wibowo SE, M.Si & Usep Suhud, M.Si, Ph.D

The purpose of this research is: to test empirically: 1) influence of brand awareness to brand equity of Bank BCA Syariah Indonesia, 2) influence of brand image to brand equity of Bank BCA Syariah Indonesia, and 3) influence perception of quality to brand equity of Bank BCA Syariah Indonesia. The object of this study is 210 respondents who become customers of Bank BCA Indonesia more than one month. Descriptive test results explain that brand image, perceived quality, and brand awareness are very influential on the brand equity of Bank BCA Syariah. The results of hypothesis testing showed: 1) brand image has positive effect on brand equity, 2) quality perception have the positive effect of branding equity, 3) Brand awareness affect to brand equity.

Keywords: brand image, quality perception, brand awareness, brand equity, sharia bank