

JUDUL: PENGARUH *BRAND CONCEPT* PADA PEMBENTUKAN *BRAND EQUITY* MEREK APPLE DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *brand concept* terhadap *brand equity* dengan objek Apple di Surabaya. Jenis Penelitian yang digunakan adalah *basic research* yang menggunakan 7 variabel yaitu *aesthetic benefit*, *functional benefit*, *symbolic benefit*, *sensory experience*, *emotional attachment*, *customer commitment*, dan *brand equity*. Sumber data yang digunakan adalah data primer yaitu dengan menyebarkan kuesioner. Sampel yang digunakan dalam penelitian ini sebanyak 150 kuesioner yang disebarkan di Surabaya. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dan data akan diolah dengan menggunakan bantuan SPSS 18.0 for windows dan AMOS 22.0. Hasil penelitian yang diperoleh menunjukkan terdapat pengaruh yang signifikan antara *functional benefit* terhadap *customer commitment*, *symbolic benefit* terhadap *sensory experience* dan *emotional attachment*, *emotional attachment* terhadap *customer commitment*, serta *customer commitment* terhadap *brand equity*.

Kata Kunci: *aesthetic benefit*, *functional benefit*, *symbolic benefit*, *customer commitment*, *brand equity*.

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ABSTRACT

The Purpose of this study was to identify and analyze the impact of brand concept on brand equity with Apple in Surabaya. The type of research is basic research. In this study 7 variable are use (aesthetic benefit, functional benefit, symbolic benefit, sensory experience, emotional attachment, customer commitment, and brand equity). Source of data used is primary data that is by distributing questionnaires. The samples used in this study was 150 respondents that distibuted in Surabaya. The sampling technique used was purposive sampling and the data will be processed using SPSS 18.0 for windows and AMOS 22.0. The results of this study indicate that functional benefit has a significant influence on customer commitment, symbolic benefit has a significant influence on sensory experience and emotional attachment, emotional attachment has a significant influence on customer commitment, and customer commitment has a significant influence on brand equity.

Key Words: aesthetic benefit, functional benefit, symbolic benefit, customer commitment, brand equity.