

INTISARI

Wulandari, Bekti. 2020. Pengaruh Ekuitas Merek Terhadap Keputusan Perawatan Ulang (Klinik Perawatan Kulit Larissa Aesthetic Center). Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi. Pembimbing I Dr. Waluyo Budi Atmoko, M.M. Pembimbing II Ariefah Yulandari, S.E., M.

Penelitian ini bertujuan untuk mengetahui pengaruh ekuitas merek terhadap pengambilan keputusan. Dalam pengambilan keputusan pembelian, suatu proses dimulai ketika pembeli menyadari bahwa ada masalah kebutuhan. Berdasarkan kebutuhan tersebut, konsumen terdorong untuk mencari informasi lebih lanjut. Hasil pencarian informasi berupa sejumlah produk alternatif untuk memenuhi kebutuhan. Berdasarkan beberapa alternatif yang tersedia, konsumen mengevaluasi alternatif tersebut, untuk mendapatkan produk atau jasa terbaik sesuai kebutuhannya. Data diperoleh melalui penyebaran kuesioner kepada masyarakat luas, baik yang sudah menjalani pengobatan maupun yang belum melakukan pengobatan. Sampel yang digunakan sebanyak 200. Teknik pengambilan sampel yang digunakan adalah purpose sampling dan cluster sampling. Pengujian hipotesis dilakukan dengan menggunakan analisis SEM (Structural Equation Modeling) dan regresi logistik.

Hasil dalam penelitian ini menunjukkan bahwa lima hipotesis didukung. Variabel ekuitas merek berpengaruh positif terhadap keputusan perlakuan ulang. Variabel kesadaran merek berpengaruh positif terhadap ekuitas merek. Variabel asosiasi merek berpengaruh positif terhadap ekuitas merek. Variabel loyalitas merek berpengaruh positif terhadap ekuitas merek. Variabel kualitas yang dirasakan berpengaruh positif terhadap ekuitas merek.

Kata Kunci: Ekuitas Merek, Keputusan Perawatan Ulang.

ABSTRACT

Wulandari, Bkti. 2020. The Effect of Brand Equity on Re-Care Decisions (Larissa Aesthetic Center Skin Care Clinic). S1 Management Study Program. Faculty of Economics. Setia Budi University. Advisor I Dr. Waluyo Budi Atmoko, M.M. Supervisor II Ariefah Yulandari, S.E., M.

This study aims to determine the effect of brand equity on redrawing decisions. In purchasing decision making, a process begins when the buyer realizes that there is a need problem. Based on these needs, consumers are compelled to seek further information. Information search results in a number of alternative products to meet needs. Based on several available alternatives, consumers evaluate these alternatives, to get the best product or service according to their needs. The data were obtained through questionnaires distributed to the general public, either those who had undergone treatment or had not performed the treatment. The sample used was 200. The sampling technique used was purpose sampling and cluster sampling. Hypothesis testing is performed using SEM (Structural Equation Modeling) analysis and logistic regression. The results in this study indicate that five hypotheses are supported. Brand equity variable has a positive effect on re-treatment decisions. Brand awareness variable has a positive effect on brand equity. Brand association variable has a positive effect on brand equity. Brand loyalty variable has a positive effect on brand equity. Perceived quality variable has a positive effect on brand equity.

Keywords: Brand Equity, Re-Care Decisions.