

## ABSTRAK

### **Analisis Elemen-Elemen Ekuitas Merek Produk Minyak Pelumas Pertamina Prima XP**

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Tujuan dari penelitian ini adalah mengukur elemen-elemen ekuitas (*brand awareness, brand association, perceived quality, dan brand loyalty*) produk minyak pelumas Pertamina Prima Xp. Jenis penelitian ini adalah studi kasus dengan jumlah sampel 100 orang responden dan populasinya adalah pengguna minyak pelumas yang berdomisili di Yogyakarta. Teknik pengumpulan data menggunakan kuesioner. Penelitian dilakukan pada bulan Februari 2009. Teknik analisis yang digunakan meliputi analisis prosentase, analisis *performance dan importance* dan *Uji Cochran*. Dari 100 orang responden yang diteliti mengenai *brand awareness*, urutan pertama *top of mind* ditempati oleh minyak pelumas Prima XP sebesar 33%, *brand recall* Prima XP di urutan ke tiga yaitu sebesar 10%, *brand recognition* sebesar 15% dan *unware of brand* sebesar 0%. *Brand association* minyak pelumas Prima XP terbentuk oleh dua asosiasi yaitu harga yang terjangkau dan mudah didapat. Dalam diagram kartesius, variabel umur pemakaiannya lama berada pada kuadran I, variabel mampu melindungi mesin, mudah didapat dan harganya terjangkau berada dalam kuadran II (*maintained*) sedangkan variabel membuat akselerasi mobil atau motor lebih bagus, dan kualitasnya tidak kalah dengan buatan luar negeri berada dalam kuadran III (*low priority*). Hasil perhitungan *Brand loyalty*, nilai *switcher* sebesar 56%, nilai *habitual buyer* sebesar 36%, nilai *liking the brand* sebesar 48%, dan nilai *committed buyer* sebesar 47%.

## ***ABSTRACT***

### **EQUITY ELEMENTS ANALYSIS OF PRODUCT BRAND OF PERTAMINA PRIMA XP LUBRICANT OIL**

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The aim of this research was to measure the elements of equity (brand awareness, brand association, perceived quality, and brand loyalty) of Pertamina Prima XP lubricant oil. Type of research was a case study employing 100 respondents and the population was the lubricant oil user in Yogyakarta. The data collecting method was questionnaire. The research was conducted in February 2009. Analysis technique used Percentage Analysis, Performance and Importance analysis, and Chocran test. From 100 respondents that have observed about brand awareness, first rank top of mind was Prima XP lubricant oil as much as 33%, brand recall Prima XP was in third rank (10%), brand recognition (15%) and unaware of brand as much as 0%. Brand association of lubricant oil Prima XP was formed from two associations: good price and easy to get. In Cartesian diagram, variable of lifetime was at quadrant I, the variables of being able to protect machine, easy to get and good price, were grouped into quadrant II (maintained) while variables of increasing mobile acceleration, the quality of product is equal with foreign products was at quadrant III (low priority). The value for brand loyalty, switcher value was 56%, habitual buyer value was 36%, liking the brand value was 48% and committed buyer value was 47%.