

ABSTRAK

ANALISIS PEMBENTUKAN *BRAND EQUITY* UNTUK MENENTUKAN KEKUATAN DAN KELEMAHAN PRODUK SEPEDA MOTOR HONDA Studi Kasus pada konsumen sepeda motor Honda di POLLOS MOTORSPORT

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Penelitian ini bertujuan untuk menganalisis pembentukan *brand equity* dilihat dari analisis *Brand Awareness*, *Brand Association*, *Brand Perceived Quality*, dan *Brand Loyalty*.

Jenis penelitian ini adalah studi kasus dengan populasinya adalah konsumen sepeda motor Honda dan jumlah sampel sebanyak 100 responden dengan teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Teknik pengumpulan data yang digunakan adalah metode kuesioner. Penelitian ini dilakukan pada bulan Juni-Juli 2008. Teknik analisis data yang digunakan adalah Analisis Persentase, Uji Cochran, dan *Arithmetic Mean*.

Hasil analisis data menunjukkan bahwa: (1) Produk sepeda motor Honda sangat dikenal oleh masyarakat, (2) Terdapat 5 asosiasi yang membentuk *brand image* sepeda motor Honda, (3) Tingkat *Importance Brand Perceived Quality* konsumen produk sepeda motor Honda lebih tinggi dari pada tingkat *Performance-nya*, (4) Loyalitas konsumen sepeda motor Honda tinggi.

Kata kunci : *brand equity*, *brand awareness*, *brand association*, *brand perceived quality*, *brand loyalty*.

ABSTRACT

AN ANALYSIS ON BRAND EQUITY FORMATION TO DETERMINE THE STRENGTH AND THE WEAKNESS OF HONDA MOTORCYCLE PRODUCTS A Case study on Honda motorcycle users in POLLOS MOTORSPORT

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The aim of the research was to analyze brand equity formation seen from the analysis of brand awareness, brand association, brand perceived quality, and brand loyalty.

The research was a case study on Honda motorcycle users obtaining as many as 100 respondents as the samples. This research used purposive sampling as the sampling technique. Data collecting technique used was questionnaire method. The test was done in June-July 2008. The technique for analyzing data were Percentage Analysis, Cochran test, and Arithmetic mean.

The result showed that : (1) Honda motorcycle products were very well known in the society, (2) There were 5 association which formed the brand image Honda motorcycle, (3) The importance rate of brand perceived quality of Honda motorcycle products users was higher than it's performance rate, (4) The loyalty of Honda motorcycle users was high.

Keywords : brand equity, brand awareness, brand association, brand perceived quality, brand loyalty.