

ABSTRAK

Gesi Natasha Azzahra (1206262), “**Analisis Faktor *Storytelling* dalam Membentuk *Customer Based Brand Equity* (Survei pada Anggota *Fanpage Startup E-Commerce Bridestory*)**” Dibawah bimbingan Dr.Lili Adi Wibowo,S.Sos.,S.Pd.,M.M.

Salah satu potensi bisnis yang semakin berkembang seiring meningkatnya penggunaan internet adalah *startup e-commerce*. Pertumbuhan dari *startup e-commerce* membuat persaingan bisnis menjadi dinamis dan kompetitif. *Startup E-commerce* yang ada harus berupaya membangun *brand*. Kunci untuk membangun merek adalah bahwa konsumen dapat melihat perbedaan antara merek dalam kategori produk yang sama. Upaya untuk mendefinisikan hubungan antara pelanggan dan merek yang di produksi dalam istilah pemasaran disebut *brand equity*. Terdapat beberapa prespektif dalam *brand equity* yang berbeda yaitu *financial based*, *customer based*. Namun *customer based brand equity* merupakan aspek yang dianggap penting dalam membangun merek karena *customer based brand equity* yang akan membuka ekuitas keuangan Penelitian ini bertujuan untuk mengetahui gambaran *storytelling* pada anggota komunitas *Fanpage Facebook startup e-commerce Bridestory*, mengetahui gambaran tingkat *customer based brand equity* pada anggota *fanpage startup e-commerce Bridestory* dan memperoleh temuan besarnya pengaruh *storytelling* terhadap nilai *customer based brand equity* pada anggota *fanpage facebook startup e-commerce Bridestory*. Jenis penelitian yang digunakan adalah deskriptif verifikatif, dan metode yang digunakan adalah *explanatory survey* dengan teknik *simple random sampling* dengan jumlah sampel 130 responden. Teknik analisis data yang digunakan adalah *structural equal model* dengan alat bantu *software* komputer SPSS AMOS 22.0. Berdasarkan hasil penelitian secara keseluruhan terdapat pengaruh yang signifikan dari *storytelling* terhadap *customer based brand equity*. Dalam upaya meningkatkan nilai *customer based brand equity*, perusahaan harus membuat strategi yang dapat memberikan cerita yang meninggalkan kesan bagi pelanggan yang akan membangun hubungan dengan pelanggan. *Storytelling* sebagai variabel yang berpengaruh dominan harus tetap dikendalikan secara langsung oleh perusahaan.

Kata Kunci : *Storytelling, Customer Based Brand Equity*,

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Gesi Natasha Azzahra (1206262) “**Analysis of Storytelling Factor in Shaping Customer Based Brand Equity (Survey on Community Member Facebook Fanpage Ecommerce Startup Bridestory)**” under supervision of Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M.

One of the potential business that is growing with increasing use of the Internet is e-commerce startup. The growth of e-commerce startup makes the competition becomes dynamic and competitive business. E-commerce startup that there should be efforts to build a brand. The key to building a brand is that consumers can see the difference between brands within the same product category. Attempts to define the relationship between customer and brand are produced in a marketing term called brand equity. There are several perspectives on the different brand equity that is financially based, customer based. However, customer based brand equity is an aspect that is considered important in building a brand for customer based brand equity that will open up the equity finance This study aims to describe the storytelling community member Facebook Fanpage startup e-commerce Bridestory, find a picture of the level of customer based brand equity in member fanpage startup e-commerce and obtained findings Bridestory the influence of storytelling on the value of customer based brand equity on facebook fanpage member e-commerce startup Bridestory. This type of research is descriptive verification, and the method used is explanatory survey with simple random sampling with a sample of 130 respondents. Data analysis technique used is equal structural models with SPSS computer software tools AMOS 22.0. Based on the results of the study as a whole there is significant influence of storytelling to the customer based brand equity. In an effort to increase the value of customer based brand equity, companies must create a strategy that can deliver a story that leaves an impression for customers who will build relationships with customers. Storytelling as dominant variables that should remain controlled directly by the company.

Keywords: Storytelling, Customer Based Brand Equity.

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