

ABSTRAK

IRA VALENTINA SILALAH. NPM: 1502652. Judul Tesis : Analisis Bauran Komunikasi Pemasaran Terhadap *Customer-Based Brand Equity* (Survei pada Pelanggan Yogya Toserba Raya Kapatihan Bandung). Dibimbing oleh: Prof. Dr. Hj. Ratih Hurriyati, MP., selaku Pembimbing 1 dan Dr. Vanessa Gaffar, SE. Ak, MBA., selaku Pembimbing 2.

Penurunan tingkat ekuitas merek minyak goreng SunCo tercermin dalam banyak indikator yaitu *Market Share*, *Brand Share*, *Brand Value*, *Indonesian Customer Satisfaction Award*, Kinerja Merek, dan *Top Brand Index*. Semua indikator ini menunjukkan data posisi merek minyak goreng SunCo yang belum cukup stabil dan masih berada pada kategori rendah. Ekuitas merek yang mulai melemah dirasa perlu dibangun lagi melalui program komunikasi pemasaran yang konsisten. Dengan melakukan perbaikan pada efektivitas bauran komunikasi pemasaran, diharapkan dapat membangun *customer-Based Brand Equity* pada minyak goreng SunCo dengan tujuan menjadikan nilai mereknya lebih kuat di benak konsumen, sehingga minyak goreng merek SunCo mampu bersaing dan meningkatkan eksistensinya dalam industri ini. Penelitian ini menggunakan survey dengan jenis *verificative explanation reseach* terhadap 100 pelanggan Yogya Toserba Raya Kapatihan Bandung yang menggunakan minyak goreng merek SunCo. Analisis dan interpretasi hasil pengolahan data menggunakan analisis deskriptif dan analisis verifikatif (*Partial Least Square*).

Hasil analisis menunjukkan bahwa variabel bauran komunikasi pemasaran termasuk kedalam kategori kuat sedangkan variabel *customer-based brand equity* termasuk kategori tinggi serta kuat lemahnya bauran komunikasi pemasaran memiliki pengaruh yang positif dan signifikan terhadap tinggi rendahnya *customer-based brand equity*.

Kata Kunci : Bauran Komunikasi Pemasaran, *Customer-Based Brand Equity*, *Partial Least Square*

ABSTRACT

IRA VALENTINA SILALAH. Student Identification Number: 1502652. Thesis Title : Analysis of Marketing Communication Mix On Customer-Based Brand Equity (Survey on Customers Yogya Toserba Raya Kapatihan Bandung). Supervised by: Prof. Dr. Hj. Ratih Hurriyati, MP., as Supervisor 1 and Dr. Vanessa Gaffar, SE. Ak, MBA., as Supervisor 2.

The decline in SunCo's brand equity level is reflected in many indicators: Market Share, Brand Share, Brand Value, Indonesian Customer Satisfaction Award, Brand Performance, and Top Brand Index. All of these indicators show the brand positioning data of SunCo cooking oil that is not stable enough and still in the low category. The weakening brand equity is needed to be built again through a consistent marketing communications program. By improving the effectiveness of the marketing communication mix, it is expected to build customer-based Brand Equity on SunCo cooking oil with the aim of making its brand value stronger in the minds of consumers, so that SunCo brand cooking oil can compete and increase its existence in this industry. This research uses survey with verificative explanation reseach type to 100 customers of Yogya Toserba Raya Kapatihan Bandung using SunCo brand cooking oil. Analysis and interpretation of data processing using descriptive analysis and verifikatif analysis (Partial Least Square).

The result of analysis shows that marketing communication mix variables are included in the strong category while customer-based brand equity variables including high category and strong marketing communication mix have a positive and significant influence to high customer-based brand equity.

Keywords : Marketing Communication Mix, Customer-Based Brand Equity, *Partial Least Square*