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**MODEL KOMUNIKASI PEMASARAN TERPADU TERHADAP  
EKUITAS MEREK BERBASIS PELANGGAN  
(Survei terhadap Pengguna *E-Commerce* Lazada)**

**SKRIPSI**

Dianjukan untuk Memenuhi Salah Satu Syarat  
Menempuh Ujian Sidang Sarjana Pendidikan  
Program Studi Pendidikan Bisnis



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UNIVERSITAS PENDIDIKAN INDONESIA  
2019**

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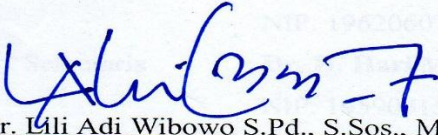
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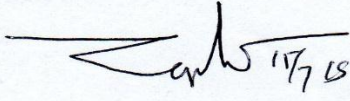
**LEMBAR PENGESAHAN**  
**MODEL KOMUNIKASI PEMASARAN TERPADU TERHADAP**  
**EKUITAS MEREK BERBASIS PELANGGAN**  
**(Survei terhadap Pengguna E-Commerce Lazada)**

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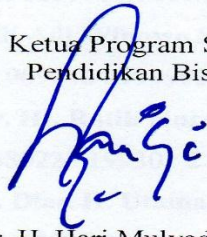
  
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## ABSTRAK

Mega Aulia (1501939), “**Model Komunikasi Pemasaran Terpadu terhadap Ekuitas Merek Berbasis Pelanggan (Survei terhadap Pengguna E-Commerce Lazada)**”. Di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Drs. Girang Razati M.Si.

*Electronic commerce* atau *e-commerce* merupakan bagian dari *e-business* yaitu transaksi jual beli secara elektronik melalui media internet. Industri *e-commerce* di Indonesia kian mengalami persaingan yang sengit. Persaingan antar perusahaan sejenis ini ditandai dengan naik maupun turunnya *awareness*, *image* hingga loyalitas konsumen, hal tersebut dapat ditinjau melalui tinggi rendahnya ekuitas merek berbasis pelanggan (CBBE), pada industri *e-commerce* di Indonesia Lazada termasuk *e-commerce* besar dan populer namun seiring ketatnya persaingan Lazada mulai sulit untuk mempertahankan posisinya terbaiknya dari *e-commerce* lain. Mendorong peningkatan CBBE sendiri, perusahaan Lazada dapat menerapkan strategis *marketing communication* yaitu komunikasi pemasaran terpadu atau disebut juga komunikasi pemasaran terpadu (IMC) yang tentunya strategi didalamnya dominan berbasis teknologi sesuai dengan gaya perusahaan, IMC membantu mendorong *awareness* serta peningkatan *brand equity* pada benak konsumen. Penelitian ini bertujuan untuk mengetahui gambaran implementasi IMC, gambaran CBBE, serta pengaruh IMC terhadap CBBE pada pengguna *e-commerce* Lazada. Jenis penelitian yang digunakan yaitu deskriptif verifikatif, yakni dengan penggambaran dan pemaparan variabel-variabel yang diteliti dan kemudian ditarik kesimpulan. Objek penelitian yang menjadi variabel terikat yaitu ekuitas merek berbasis pelanggan (Y) serta komunikasi pemasaran terpadu (X) sebagai variabel bebas. Populasi dalam penelitian ini yaitu pengguna *e-commerce* Lazada. Pengambilan sampel dalam penelitian ini menggunakan teknik *probability sampling* (pengambilan sampel secara acak) dengan menggunakan metode *simple random sampling* terhadap 300 responden. Uji instrumen dilakukan dengan uji validitas dan uji reliabilitas dan teknik analisis yang digunakan adalah analisis *Structure Equation Model* (SEM).

**Kata kunci: Komunikasi Pemasaran Terpadu, Ekuitas Merek Berbasis Pelanggan**

## **ABSTRACT**

Mega Aulia (1501939), “**Model *Integrated Marketing Communication* terhadap *Customer-Based Brand Equity* (Survei terhadap Pengguna *E-Commerce* Lazada)**”. Under the guidance of Dr. Lili Adi Wibowo, S. Pd., S. Sos., M.M. and Drs. Girang Razati M.Si.

*Electronic commerce or e-commerce is part of e-business, which is electronic trading transactions through Internet media. E-commerce industry in Indonesia is increasingly experiencing fierce competition. Competition between companies of this kind is characterized by rising or decreasing awareness, image to consumer loyalty, it can be reviewed through the low-quality customer-based brand equity (CBBE), in the e-commerce industry in Indonesia Lazada including large and popular e-commerce but with the intense competition Lazada began to be difficult to maintain his best position from other ecommerce. Encouraging the improvement of CBBE itself, Lazada company can implement strategic marketing communication that is Integrated Marketing Communication (IMC), with dominant strategy based on technology accordance with the corporate style, IMC help drive awareness and increase brand equity on the consumer's mind. The research aims to identify the implementation of IMC implementations, CBBE overview, and IMC influence of CBBE on e-commerce consumer Lazada. The type of research used is descriptive verificative, namely with the depiction and exposure of the variables studied and then drawn conclusions. The research objects that become variables bound are customer based brand equity (Y) and integrated marketing communications (X) as a free variable. The population in this study is Lazada e-commerce users. Sampling in this study used probability sampling techniques (randomly sampling) using simple random sampling methods against 300 respondents. The instrument test is conducted with the validity test and the reliability test and the analytical technique used is the Structure Equation Model (SEM) analysis.*

**Keywords: *Integrated Marketing Communication, Customer-Based Brand Equity***

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