

ABSTRAK

ANALISIS PERBANDINGAN BRAND EQUITY PADA YAMAHA FINO DENGAN HONDA SCOOPY

(Studi di Kota Bandar Lampung)

Oleh

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Penelitian ini bertujuan untuk mengetahui apakah ada perbedaan antara *brand equity* dari Yamaha Fino dengan Honda Scoopy. Sampel pada penelitian ini adalah sebanyak 192 orang responden pemilik Yamaha Fino dan Honda Scoopy di Bandar Lampung yang diambil dengan teknik *Purposive Sampling*. Penelitian ini menggunakan alat Analisis Diskriminan (MDA). Variabel pada Penelitian ini meliputi variabel bebas yaitu *brand awareness*, *brand association*, *perceived quality*, *brand loyalty*, dan variabel terikat yaitu *brand equity* Yamaha Fino dan Honda Scoopy. Hasil penelitian ini menunjukkan bahwa terdapat perbedaan brand equity Yamaha Fino dengan Honda Scoopy. Selain itu hasil penelitian ini mengungkapkan bahwa *brand awareness* adalah variabel yang paling dominan dalam menentukan perbedaan antara *brand equity* Yamaha Fino dengan Honda Scoopy.

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

ABSTRACT

COMPARATIVE ANALYSIS OF BRAND EQUITY AT YAMAHA FINO WITH HONDA
SCOOPY
(Studies in Bandar Lampung city)

By

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This study aimed to determine whether there is a difference between the brand equity of the Yamaha Fino with Honda Scoopy. The samples in this study were as many as 192 people respondents owner Yamaha Fino and Honda Scoopy in Bandar Lampung by purposive sampling technique. This study used the tool Discriminant Analysis (MDA). Variables in the study included independent variables, such as brand awareness, brand association, perceived quality, brand loyalty. brand equity of Yamaha Fino and Honda Scoopy as dependent variable. The results of this study indicate that there are differences in brand equity Yamaha Fino with Honda Scoopy. In addition, the results of this study revealed that brand awareness is the most dominant variable in determining the difference between brand equity Yamaha Fino with Honda Scoopy.

keywords: brand equity, brand awareness, brand association, perceived quality,
brand loyalty