

## ABSTRAK

# ANALISA PENGARUH ELEMEN-ELEMEN BRAND EQUITY TERHADAP LOYALITAS KONSUMEN KOPI ABC SUSU

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## ABSTRAK

Industri kopi *sachet* di Indonesia makin kompetitif dan bervariasi, saat ini PT Santos Jaya Abadi menjadi *market leader* industri kopi sachet di Indonesia dengan *share* sebesar 54,3%. Untuk kategori R&G 3in1 PT Santos Jaya Abadi memiliki produk Kopi ABC Susu, Kopi ABC Susu menjadi *market leader* di kategorinya hanya beberapa tahun terakhir *share* dari Kopi ABC Susu terus menunjukkan penurunan. Hal ini salah satunya disebabkan faktor *brand equity* Kopi ABC Susu yang berpengaruh terhadap loyalitas konsumen Kopi ABC Susu.

Penelitian ini menggunakan metode survey melalui kuisioner kepada konsumen Kopi ABC Susu. Jumlah responden yang disurvei sebanyak 100 orang. Hasil penelitian dianalisis menggunakan analisa jalur.

Hasil penelitian menunjukkan bahwa berdasarkan analisa deskriptif secara keseluruhan kinerja elemen-elemen brand equity Kopi ABC Susu termasuk kategori sangat baik. Dan berdasarkan penelitian verifikatif pengaruh elemen-elemen brand equity secara bersamaan terhadap loyalitas konsumen sebesar 71,2%. Dan apabila dianalisa secara parsial dari elemen-elemen brand equity yang diteliti, *brand association* berpengaruh paling signifikan terhadap loyalitas konsumen sebesar 29,0%.

Keyword: *Brand Equity*, Loyalitas Konsumen, *Market Leader*

## **ABSTRACT**

*Today the coffee sachet industry in Indonesia is more competitive and varieties. PT Santos Jaya Abadi as a market leader in coffee industry with 54,3% market share from the total share of coffee industry. In the R&G 3in1 coffee category PT Santos Jaya Abadi had a Kopi ABC Susu as their product, Kopi ABC Susu is a leader on the R&G 3in1 category, but the last few years the share of Kopi ABC Susu is declining. The declining trends is due to brand equity factor that influencing the loyalty level of Kopi ABC Susu consumer.*

*The research method using survey method with questioner to Kopi ABC Susu users. Total of respondent in this study were 100 people. The result of this study analyze by path analysis.*

*Result of this study show that based on descriptive analysis, the overall performance of the brand equity elements of Kopi ABC Susu had a good level. And based on verificative analysis brand equity elements simultaneously affect on consumer loyalty by 70 %, And when the elements of brand equity analyzed partially,*

*brand association the most significant effect on consumer loyalty by 29.0 %.*

*Keyword: Brand Equity, Consumer Loyalty, Market Leader*

