ABSTRACT

Daniel Haryanto Rahardjo, 2011, Influence of Brand Equity to Interests buying at Nokia Mobile Phone’s Product in The Enviromental Students of Maranatha Christian University Bandung

This research will explain generally about how brand equity influences consumer’s interests buying at Nokia Mobile Phone’s product in the environmental students of Maranatha Christian University Bandung. Customer based brand equity have five dimensions which are performance, social image, value, trustworthiness, and attachment. To obtain the required information, the writer has distribute questionnaire to 100 respondents to students of Maranatha Christian University Bandung. The author uses a qualitative method of analysis in the form of detailed descriptions, and also in quantitatively using SPSS’s program 12.0. The conclusion is that brand equity has a positive influence on the buying interests of 62.6%. Therefore Nokia should be able to maintain or even enhance brand equity.

Keywords: Brand Equity and Interests Buying

Kata Kunci: Ekuitas merek dan Minat Beli
DAFTAR ISI

HALAMAN JUDUL................................................................. i
HALAMAN PENGESAHAN.................................................... ii
SURAT PERNYATAAN KEASLIAN SKRIPSI.............................. iii
SURAT PERNYATAAN MENGADAKAN PENELITIAN TIDAK
MENGGUNAKAN PERUSAHAAN........................................... iv
KATA PENGANTAR ........................................................... v
ABSTRACT ........................................................................ vii
ABSTRAK ........................................................................ viii
DAFTAR ISI ....................................................................... ix
DAFTAR GAMBAR ............................................................ xiii
DAFTAR TABEL .................................................................. xiv
DAFTAR LAMPIRAN ........................................................ xvii

BAB I PENDAHULUAN ......................................................... 1
  1.1 Latar Belakang Penelitian ............................................. 1
  1.2 Identifikasi Masalah .................................................... 4
  1.3 Maksud dan Tujuan Penelitian ...................................... 4
  1.4 Kegunaan Penelitian .................................................. 4

BAB II TINJAUAN PUSTAKA ............................................... 6
  2.1 Pemasaran .............................................................. 6
  2.2 Produk ................................................................. 7
BAB III OBJEK DAN METODOLOGI PENELITIAN ................................................. 24

3.1 Objek Penelitian .......................................................................................... 24
3.2 Sejarah Nokia ............................................................................................... 24
3.3 Desain Penelitian .......................................................................................... 28
3.4 Operasional Variabel ................................................................................... 29
3.5 Populasi dan Sampel ................................................................................... 33
3.6 Teknik Pengumpulan Data .......................................................................... 34
3.7 Metode Analisis Data .................................................................................. 34
3.8 Uji Instrumen ............................................................................................... 36
   3.8.1 Uji Validitas .......................................................................................... 36
   3.8.2 Uji Reliabilitas ..................................................................................... 37
3.9 Uji Asumsi Klasik ....................................................................................... 38
   3.9.1 Uji Outliers .......................................................................................... 38
   3.9.2 Uji Normalitas ....................................................................................... 38
3.10 Analisis Regresi Linear Sederhana .............................................................. 39
3.10.1 Uji ANOVA ................................................................. 39
3.10.2 Uji Hipotesis .............................................................. 39
3.10.3 Persamaan Regresi ..................................................... 40
3.10.4 Besar Pengaruh/ Koefisien Determinasi ....................... 40
3.10.5 Korelasi/ Hubungan .................................................. 40

BAB IV HASIL DAN PEMBAHASAN .................................................. 41

4.1 Hasil Penelitian .............................................................. 41
4.2 Profil Responden ............................................................ 41
  4.2.1 Profil Responden Berdasarkan Jenis Kelamin .................. 41
  4.2.2 Profil Responden Berdasarkan Usia ............................. 42
  4.2.3 Profil Responden Berdasarkan Pendapatan perbulan .......... 43
4.3 Pernyataan Responden Mengenai Ekuitas Merek ................. 45
  4.3.1 Pernyataan Responden Mengenai Performance ................ 45
  4.3.2 Pernyataan Responden Mengenai Social Image (Citra social) 48
  4.3.3 Pernyataan Responden Mengenai Value (Nilai) ............... 52
  4.3.4 Pernyataan Responden Mengenai Trustworthiness (Kepercayaan) .................................................. 56
  4.3.5 Pernyataan Responden Mengenai Attachment (rasa suka) .... 59
4.4 Pernyataan Responden Mengenai Minat Beli ..................... 62
  4.4.1 Pernyataan Responden Mengenai Attention ................... 62
  4.4.2 Pernyataan Responden Mengenai Interest ..................... 64
  4.4.3 Pernyataan Responden Mengenai Desire ...................... 65
  4.4.4 Pernyataan Responden Mengenai Action ...................... 66
4.5 Uji Instrumen ........................................................................... 68

BAB V KESIMPULAN DAN SARAN................................................................. 79

5.1 Kesimpulan .................................................................................... 79

5.2 Saran .............................................................................................. 80

DAFTAR PUSTAKA .................................................................................... 82

LAMPIRAN................................................................................................ 85

DAFTAR RIWAYAT HIDUP PENULIS (CURRICULUM VITAE)................. 96
<table>
<thead>
<tr>
<th>Gambar 1</th>
<th>Beberapa Tipe Nokia</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Halaman</td>
</tr>
<tr>
<td></td>
<td>27</td>
</tr>
</tbody>
</table>
### DAFTAR TABEL

<table>
<thead>
<tr>
<th>Tabel</th>
<th>Deskripsi</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabel I</td>
<td>Jenis Pengetahuan Produk</td>
<td>9</td>
</tr>
<tr>
<td>Tabel II</td>
<td>Tingkatan Pengetahuan Produk</td>
<td>10</td>
</tr>
<tr>
<td>Tabel III</td>
<td>Tabel Operasional Variabel</td>
<td>29</td>
</tr>
<tr>
<td>Tabel IV</td>
<td>Bobot Penilaian Jawaban Kuisoner</td>
<td>35</td>
</tr>
<tr>
<td>Tabel V</td>
<td>Profil Responden Berdasarkan Jenis Kelamin</td>
<td>41</td>
</tr>
<tr>
<td>Tabel VI</td>
<td>Profil Responden Berdasarkan Usia</td>
<td>42</td>
</tr>
<tr>
<td>Tabel VII</td>
<td>Profil Responden Berdasarkan Pendapatan perbulan</td>
<td>43</td>
</tr>
<tr>
<td>Tabel VIII</td>
<td>Konsumen bisa mengharapkan kinerja handal, dari merek <em>Nokia</em></td>
<td>45</td>
</tr>
<tr>
<td>Tabel IX</td>
<td>Merek <em>Nokia</em> tidak mungkin rusak atau cacat selama pemakaian</td>
<td>46</td>
</tr>
<tr>
<td>Tabel X</td>
<td>Merek <em>Nokia</em> dirancang sedemikian rupa sehingga bebas darimasalah selama digunakan</td>
<td>47</td>
</tr>
<tr>
<td>Tabel XI</td>
<td>Merek <em>Nokia</em> akan beroperasi atau bekerja dengan sangat baik</td>
<td>48</td>
</tr>
<tr>
<td>Tabel XII</td>
<td>Merek <em>Nokia</em> cocok dengan kepribadian konsumen</td>
<td>49</td>
</tr>
<tr>
<td>Tabel XIII</td>
<td>Konsumen bangga memiliki <em>Nokia</em></td>
<td>50</td>
</tr>
<tr>
<td>Tabel XIV</td>
<td>Merek <em>Nokia</em> sangat dihargai dalam dunia pergaulan konsumen</td>
<td>51</td>
</tr>
<tr>
<td>Tabel XV</td>
<td>Dalam hal status dan coraknya, merek <em>Nokia</em> sesuai dengan kepribadian konsumen</td>
<td>52</td>
</tr>
<tr>
<td>Tabel XVI</td>
<td>Harga merek <em>Nokia</em> benar-benar sesuai dengan kualitasnya</td>
<td>53</td>
</tr>
</tbody>
</table>
Dibandingkan dengan harga yang akan konsumen bayarkan untuk *Nokia*, konsumen akan mendapatkan manfaat yang jauh lebih besar .................................................. 54

Konsumen menganggap *Nokia* relatif murah, karena begitu banyak manfaat yang konsumen terima.......................... 55

Konsumen menganggap bahwa perusahaan serta karyawan yang memproduksi dan memasarkan *Nokia* sangat terpercaya 56

Perusahaan *Nokia* sangat memperhatikan kepentingan konsumen ........................................................................ 57

Konsumen percaya bahwa perusahaan *Nokia* tidak memanfaatkan (‘mengelabui) konsumen ......................... 58

Konsumen sangat bangga memiliki *Nokia* ...................... 59

Konsumen mempunyai persepsi yang positif pada merek *Nokia* ............................................................................. 60

Konsumen akan semakin menyukai *Nokia* ....................... 61

Setelah melihat promosi mengenai telepon genggam *Nokia*, konsumen tertarik untuk mencari informasi tentang produk tersebut .................................................................................. 63

Konsumen mempertimbangkan untuk membeli produk *Nokia* jika konsumen memerlukannya ............................. 64

Konsumen tertarik untuk membeli produk *Nokia* jika konsumen memerlukan dan mampu untuk membelinya .................. 65

Konsumen akan menyarankan orang lain untuk membeli *Nokia* ............................................................................. 66
Tabel XXIX  Item Pernyataan Ekuitas Merek .................................................. 68
Tabel XXX  Item Pernyataan Minat Beli ......................................................... 70
### DAFTAR LAMPIRAN

<table>
<thead>
<tr>
<th>Lampiran</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAMPIRAN A</td>
<td>85</td>
</tr>
<tr>
<td>LAMPIRAN B</td>
<td>88</td>
</tr>
<tr>
<td>LAMPIRAN C</td>
<td>95</td>
</tr>
</tbody>
</table>