

## ABSTRAK

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Skripsi

Pengaruh *Brand Communication* terhadap *Customer Loyalty* dengan *Customer Based Brand Equity* dan *Customer Value* sebagai Variabel Intervening pada PT. Platinum Ceramics Industry di Surabaya.

Masuknya perekonomian global menyebabkan penurunan jumlah konsumsi keramik nasional sebesar 110 juta m<sup>2</sup>. Oleh karena itu pemerintah mencangkan 225 proyek strategis, dimana salah satunya adalah proyek pembangunan 331.693 unit siap bangun di 34 provinsi dimana kota surabaya menjadi kota terbesar kedua dengan jumlah lebih dari 27.000 rumah. Hal ini tentunya menjadi peluang yang besar bagi para produsen keramik karena kedepannya tentu akan dibutuhkan banyak jenis ubin untuk memenuhi kebutuhan pembangunan tersebut. Oleh karena itu penting bagi para retailer untuk terus mengkomunikasikan brandnya kepada para customer.

Penelitian ini bertujuan untuk menganalisa pengaruh dari *Brand Communication* (*Sales Force, Advertising, Trade Shows, Direct Marketing,*) terhadap *Customer Loyalty* pada PT. Platinum Ceramics Industry di Surabaya dengan *Customer Based Brand Equity* (*Brand Resonance, Brand Judgment, Brand Feeling, Brand Performance, Brand Imagery, Brand Salience*) dan *Customer Value* (*Functional Value, Emotional Value, Social Value*) sebagai variabel intervening.

Penelitian ini dilaksanakan dengan menyebarkan kuisisioner kepada 100 toko-toko bangunan yang menjual produk PLATINUM di Surabaya. Teknik analisa yang digunakan adalah teknik analisis kuantitatif dengan metode *path analysis*.

Kata kunci:

*Brand Communication, Customer Based Brand Equity, Customer Value, Customer Loyalty*

## ABSTRACT

Youvita Calista

Thesis

The effect of Brand Communication towards Customer Loyalty with Customer Based Brand Equity and Customer Value as Variabel Intervening at PT. Platinum Ceramics Industry in Surabaya

The entry of the global economy led to a decrease in the number of national ceramic consumption amounted to 110 million m<sup>2</sup>. Therefore, the government make 225 strategic projects, one of the construction project is to build 331.693 units in 34 provinces, where the city of Surabaya became the second largest city with more than 27,000 homes. This is certainly a great opportunity to ceramics producers, because the future will certainly needed many kinds of tiles to meet the needs of the development. Therefore, it is important for retailers to continue communicate its brand to its customers.

This research aimed to analyze the effects of Brand Communication (Sales Force, Advertising, Trade Shows, Direct Marketing,) towards Customer Loyalty at PT. Platinum Ceramics Industry in Surabaya with Customer Based Brand Equity (Brand Resonance, Brand Judgment, Brand Feeling, Brand Performance, Brand Imagery, Brand Saliency) and Customer Value (Functional Value, Emotional Value, Social Value) as intervening variable.

This research was conducted by distributing questionnaires to 100 stores that sell PLATINUM's product in Surabaya. Quantitative analysis with path analysis model method were used for the technical analysis.

Keywords:

*Brand Communication, Customer Based Brand Equity, Customer Value, Customer Loyalty*

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