

KOMPARASI BRAND EQUITY SEPATU NIKE DAN CONVERSE DI KOTA JEMBER

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ABSTRAK

Penelitian ini memiliki tujuan untuk mengetahui perbedaan *brand equity* beserta elemen-elemennya antara produk sepatu merek Nike dan Converse. Sampel penelitian ini adalah konsumen Sport Station dan Converse Roxy Square Jember. Sampel dilakukan dengan metode *purposive sampling*. Pengumpulan data dilakukan dengan kuisisioner disebarakan langsung ke 50 konsumen Sport Station dan 50 konsumen Converse. Teknik analisis data yang digunakan Uji Beda *Independent T test* apabila data berdistribusi normal maka pengolahan data dilakukan dengan statistik parametrik, sedangkan apabila tidak berdistribusi normal maka data di analisis menggunakan statistik non parametrik. Di dalam penelitian ini dari hasil uji normalitas dapat diketahui bahwa hasil data berdistribusi tidak normal maka menggunakan statistik non parametrik *Mann Whitney U Test*. Berdasarkan hasil penelitian, ditemukan bahwa tidak terdapat perbedaan ekuitas merek antara sepatu Nike dan Converse. Dari empat dimensi ekuitas merek hanya satu yang berbeda yaitu *brand loyalty*.

Kata Kunci : Ekuitas merek, Kesadaran merek, Asosiasi merek, Persepsi kualitas merek, Loyalitas merek dan Uji beda berpasangan

ABSTRACT

This study aims to determine the difference in brand equity and its elements between Nike and Converse brand shoes. The sample of this research is Sport Station consumers and Converse Roxy Square Jember. The sample is done by purposive sampling method. Data collection was carried out with questionnaires distributed directly to 50 Sport Station consumers and 50 Converse consumers. The data analysis technique used is the Different Independent T Test if the data is normally distributed, then data processing is done with parametric statistics, whereas if it is not normally distributed, the data is analyzed using non-parametric statistics. In this study, from the results of the normality test, it can be seen that the results of the data are abnormally distributed using the non-parametric statistics of the Mann Whitney U Test. Based on the results of the study, it was found that there was no difference in brand equity between Nike and Converse shoes. Of the four dimensions of brand equity, only one is different, namely brand loyalty.

Key words: *Brand Equity, Brand Awareness, Brand Association, Perception of brand quality, Brand loyalty and Different pair test*