

ABSTRAK

Toyota dan Daihatsu merupakan dua merek otomotif (mobil) yang sangat fenomenal di kalangan masyarakat Indonesia. Kedua perusahaan tersebut telah memasarkan tiga produk tandingan dengan persamaan yang identik dari segi tampilan, warna dan kualitas mesin. Meskipun memiliki persamaan yang identik, Toyota dan Daihatsu memasarkan produk tandingan mereka dengan harga yang berbeda. Toyota memasarkan produknya lebih mahal dibandingkan produk Daihatsu. Kekuatan merek tidak terbatas pada pasar konsumen. Produk dengan ekuitas merek yang kuat mampu bertahan dalam situasi pasar yang semakin kompetitif. Tujuan penelitian ini untuk mengetahui perbandingan ekuitas merek Toyota dan Daihatsu menurut masyarakat Bandung.

Penelitian ini menggunakan paradigma penelitian positivistik dengan metode penelitian studi komparatif. Sampel yang digunakan sebanyak 280 responden dengan teknik pengambilan sampel menggunakan teknik *purposive sampling*. Data dikumpulkan dengan cara penyebaran kuesioner, observasi, wawancara dan studi pustaka. Sedangkan, teknik analisis data yang digunakan adalah analisis deskriptif, *independent t-test* dan analisis faktor.

Berdasarkan hasil analisis maka didapatkan kesimpulan bahwa terdapat perbedaan antara ekuitas merek Toyota dan Daihatsu. Berdasarkan analisis faktor, terdapat lima faktor pembentuk ekuitas merek Toyota dan lima faktor pembentuk ekuitas merek Daihatsu. Besaran nilai *percentage of variance* dari masing-masing faktor pembentuk ekuitas merek Toyota adalah sebagai berikut: 1) Faktor nilai produk sebesar 46,329%, 2) Faktor desain produk dan layanan sebesar 8,292%, 3) Faktor ciri khas sebesar 5,324%, 4) Faktor popularitas sebesar 5,128%, dan 5) Faktor pemasaran sebesar 4,42%. Sehingga total *percentage of variance* kelima faktor tersebut adalah 69,492%. Faktor nilai produk menjadi faktor dominan pembentuk ekuitas merek Toyota karena memiliki besaran nilai terbesar.

Sementara itu, besaran nilai *percentage of variance* dari masing-masing faktor pembentuk ekuitas merek Daihatsu adalah sebagai berikut: 1) Faktor nilai produk sebesar 47,545%, 2) Faktor desain produk dan layanan sebesar 7,848%, 3) Faktor ciri khas sebesar 5,174%, 4) Faktor asosiasi merek sebesar 4,348%, dan 5) Faktor pemasaran sebesar 4,203%. Sehingga total *percentage of variance* kelima faktor tersebut adalah 69,117%. Faktor nilai produk menjadi faktor dominan pembentuk ekuitas merek Daihatsu karena memiliki besaran nilai terbesar.

Kata Kunci : Kesadaran Merek, Asosiasi Merek, Kesan Kualitas, Loyalitas Merek, Aset Hak Milik Merek.

ABSTRACT

Toyota and Daihatsu are two automotive (car) brands that is really phenomenal in the society in Indonesia. Both company has marketed three equal products with identical similarities in terms of performance, colors, and engine quality. Although they have identical similarities, Toyota and Daihatsu marketed their product with different prices. Toyota market its product with more expensive price than Daihatsu's. The strength of the brand is not limited to the consumer market. A product with a strong brand equity will be able to survive in a market situation that is more and more competitive. The goal of this research is to know the comparison of both companies' brand equity according to Bandung society.

This research is using positivistic research paradigms with comparative study method. The sample that is used is 280 respondents with purposive sampling as the sample intake technique. The data gathered with spreading the questionnaires, observation, interviews, and literature review. While the data analysis technique that is used are descriptive analysis, independent t-test, and factor analysis.

Based on the result of the analysis so it was conclude that theres differences between the brand equity of Toyota and Daihatsu. Based on the factor analysis, there are five factors that forming Toyota's brand equity, and five factors that forming Daihatsu's brand equity. The value of percentage of variance from each Toyota's five brand equity forming factors are as follows: 1) Product value factor in the amount of 46,329%, 2) Product design and service factor in the amount of 8,292%, 3) Characteristic factor in the amount of 5,324%, 4) Popularity factor in the amount of 5,128%, and 5) Marketing factor in the amount of 4,42%. So that the percentage of variance total of those five factors is 69,492%. The product value factor became the dominant factor in forming brand equity of Toyota because it has the biggest number.

Meanwhile, the value of percentage of variance from each Daihatsu's five brand equity forming factors are as follows: 1) Product value factor in the amount 47,545%, 2)) Product design and service factor in the amount of 7,848%, 3) Characteristic factor in the amount of 5,174%, 4) Brand association factor in the amount of 4,348%, and 5) Marketing factor in the amount of 4,203%. So that the percentage of variance total of those five factors is 69,117%. The product value factor became the dominant factor in forming brand equity of Daihatsu because it has the biggest number.

Keywords: *Brand awareness, brand association, quality impression, brand loyalty, asset proprietary brand.*