

## ABSTRAK

De Matra Febriyani, 2019. Analisis *Brand Equity* (Ekuitas Merek) Telepon Seluler Merek Oppo Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Skripsi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Pembimbing I Buyung Romadhoni, dan Pembimbing II Muh. Nur Rasyid.

Penelitian ini bertujuan untuk mengetahui *Brand Equity* (Ekuitas Merek) Telepon Seluler Merek Oppo Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar.

Jenis penelitian yang digunakan adalah kualitatif. Pengumpulan data dilakukan dengan cara wawancara, observasi, dan dokumentasi. Teknik wawancara mendalam dilakukan kepada 7 orang informan. Teknik observasi dilakukan oleh peneliti terhadap *Brand Equity* (Ekuitas Merek).

Hasil penelitian ini menunjukkan bahwa *Brand Equity* (Ekuitas Merek) terdiri dari empat hal yaitu, *Brand Awareness* (kesadaran merek) yang berupa *Top of Mind* (puncak pikiran) *Brand Recall* (Peningkatan Kembali Terhadap Merek) *Brand Recognition* (Pengenalan Merek) *Unware of Brand* (Tidak Menyadari Merek). *Brand Association* (asosiasi merek), yang berupa atribut produk, harga, gaya hidup. *Perceived Quality* (Persepsi Kualitas) yang berupa perluasan merek. *Brand Loyalty* (loyalitas merek) *Committed buyer* (pembeli yang berkomitmen).

**Kata Kunci :** *Brand Equity*



## ABSTRACT

De Matra Febriyani, 2019. Analysis of Brand Equity Cell Phones of the Oppo Brand at Students of the Faculty of Economics and Business, University of Muhammadiyah Makassar. Skripsi Management Study Program of the Faculty of Economics and Business, University of Muhammadiyah Makassar. Guided by Advisor I Buyung Romadhoni, and Supervisor II Muh. Nur Rasyid.

This study aims to find out the Brand Equity of the Oppo Brand Cellular Phone at the Students of the Faculty of Economics and Business, University of Muhammadiyah Makassar.

The type of research used is qualitative. Data collection is done by interview, observation, and documentation. In-depth interview techniques were carried out to 7 informants. The observation technique is carried out by researchers on Brand Equity.

The results of this study indicate that Brand Equity consists of four things, namely, Brand Awareness in the form of Top of Mind Brand Recall Brand Recognition Unaware of Brand ( Not Realizing the Brand). Brand Association (brand association), in the form of product attributes, prices, lifestyle. Perceived Quality in the form of brand expansion. Brand Loyalty (brand loyalty) Committed buyers (committed buyers).

**Keywords: Brand Equity**

