

## INTISARI

### ANALISIS EKUITAS MEREK TERHADAP KEPUASAN KONSUMEN KEDAI KOPI LOKAL PADA ERA *NEW NORMAL*

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Ketatnya persaingan di industri kopi ini memicu perusahaan untuk selalu meningkatkan kualitas produk mereka agar mendapatkan posisi yang kompetitif di pasar global. Ekuitas merek mampu menjadi keunggulan kompetitif suatu perusahaan di pasar, maka perlu mengetahui penilaian konsumen dari atribut ekuitas merek. Tujuan penelitian ini mengetahui penilaian konsumen, menganalisis ekuitas merek terhadap kepuasan konsumen, serta mengetahui indikator ekuitas merek yang menjadi prioritas perbaikan terhadap ekuitas merek kopi pada kedai kopi lokal di Sleman, Daerah Istimewa Yogyakarta. Penelitian ini menggunakan metode *Cross Tabulation* dan *Customer Windows Quadrant*. Penelitian ini menggunakan kuesioner *online* secara *purposive sampling* dengan sampel sebanyak 150 responden 5 kedai kopi lokal di Sleman, Daerah Istimewa Yogyakarta. Hasil penelitian ini, nilai kepentingan pelanggan keseluruhan lebih tinggi dibanding penilaian kepuasan pelanggan sehingga perlu peningkatan kinerja agar kepuasan konsumen meningkat. Selanjutnya tidak terdapat hubungan antara demografi dengan *brand awareness*, *brand association*, dan *perceived quality* akan tetapi terdapat hubungan antara demografi usia dan pengeluaran perbulan dengan *brand loyalty*. Kemudian, prioritas perbaikan *brand equity* yaitu kuadran II terdapat pada *brand association*, menurut konsumen kedai kopi tersebut belum memperhatikan pelanggan dengan baik. Kemudian pada *perceived quality*, konsumen merasa belum puas karena pelayanan yang kurang baik, cepat dan tanggap. Maka dari itu, pihak manajemen harus memastikan kualitas layanan pada konsumen yang baik.

Kata kunci: *Brand Equity*, *Customer Window Quadrant*, Kedai Kopi Lokal, Kepuasan Konsumen

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## ABSTRACT

### ANALYSIS OF BRAND EQUITY ON CONSUMER SATISFACTION ON THE LOCAL COFFEE SHOP IN THE NEW NORMAL ERA

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The strict competition in the coffee industry triggers companies to always improve the quality of their products to gain a competitive position in the global market. Brand equity can become a company's competitive superiority in the market, it is necessary to know the consumer's assessment of the attributes of brand equity. The purpose of this research is to perceive consumer assessments, to analyze brand equity on consumer satisfaction, and to perceive the priority brand equity indicators for the improvement of coffee brand equity at local coffee shops in Sleman, Special Region of Yogyakarta. This research uses the Cross Tabulation and Customer Windows Quadrant methods. This research uses an online questionnaire by purposive sampling with a sample of 150 respondents from 5 local coffee shops in Sleman, Special Region of Yogyakarta. The result of this research is the value of interest or overall customer expectations is higher than the value of customer satisfaction so it is necessary to improve performance so that customer satisfaction increases. Furthermore, there is no correlation between demographics and brand awareness, brand association and perceived quality, but there is a correlation between age demographics and monthly spending with brand loyalty. Then, the priority for improving brand equity, which is quadrant II in the brand association according to the coffee shop consumers, they have not paid attention to customers well and on perceived quality, consumers are not satisfied because the service is not good enough, fast and responsive, therefore the management must ensure the quality of service at the good consumer.

**Keywords:** Brand Equity, Customer Window Quadrant, Customer Satisfaction, Local Coffeeshop

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