

The purpose of this study is to examine the impact of customer relationship on customer-based brand equity (CBBE) and provides a framework that applies customer relationship and CBBE to determine key elements that can improve loyalty of the brand in small and medium-sized businesses (SMEs). The empirical data were gathered by distributing online surveys to 246 SME consumers in Indonesia. In the perspective of brand awareness, brand association/image, and perceived quality, the research determines the effect of customer relationship on brand equity concepts including perceived value and brand loyalty. This research employed CFA and SEM as its approach. The study's findings indicate that, customer relationship significantly impact CBBE. Therefore, it is essential for SMEs to develop a CBBE that integrates with trust, commitment, and satisfaction components in order to enhance customer brand loyalty.

Keywords: customer relationship, customer-based brand equity, small and medium enterprises

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Tujuan dari penelitian ini adalah untuk menguji dampak customer relationship terhadap customer-based brand equity (CBBE) dan menyediakan kerangka kerja yang menerapkan customer relationship dan CBBE untuk menentukan elemen kunci yang dapat meningkatkan loyalitas merek pada usaha kecil dan menengah. (UKM). Data empiris dikumpulkan dengan menyebarkan survei online kepada 246 konsumen UKM di Indonesia. Dalam perspektif brand awareness, brand association/image, and perceived quality, penelitian ini menentukan pengaruh customer relationship terhadap konsep brand equity termasuk perceived value dan brand loyalty. Penelitian ini menggunakan CFA dan SEM sebagai pendekatannya. Temuan penelitian menunjukkan bahwa, customer relationship berdampak signifikan terhadap CBBE. Oleh karena itu, sangat penting bagi UKM untuk mengembangkan CBBE yang terintegrasi dengan komponen trust, commitment, and satisfaction untuk meningkatkan brand loyalty pelanggan.

Keywords: customer relationship, customer-based brand equity, usaha kecil dan menengah