ANALISIS *BRAND EQUITY* TERHADAP KEPUTUSAN PEMBELIAN PADA *E-GROCERY*

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ABSTRAK

E-grocery saat ini menjadi alternatif bagi masyarakat untuk berbelanja kebutuhan sehari-hari. Semakin banyak *brand e-grocery* yang ada di Indonesia saat ini membuat persaingan antar perusahaan semakin ketat. *Brand equity* yang kuat mampu menjadi keunggulan kompetitif perusahaan. Oleh karena itu, perlu adanya analisis *brand equity* pada *e-grocery* untuk mengetahui sejauh mana penilaian dan harapan pelanggan terkait *brand equity* terhadap keputusan pembelian pada *e-grocery* serta memberikan usulan perbaikan melalui tanggapan pelanggan mengenai *brand awareness, brand image, perceived quality,* dan *brand loyalty.*

Metode dalam penelitian ini menggunakan *customer satisfaction index* dan *customer window* dengan menggunakan kuesioner online secara *purposive sampling* dengan sampel sebanyak 150 responden di area Jabodetabek yang pernah melakukan pembelian pada *e-grocery* Sayurbox dan Segari. Data terdiri dari karakteristik responden serta penilaian dan harapan responden terhadap *brand* e-grocery.

Hasil penelitian menunjukkan bahwa rata-rata penilaian sebesar 3.497 dan rata-rata harapan sebesar 3.555 dengan nilai CSI 88,91% yang menunjukkan pelanggan sangat puas. Perbaikan pada indikator *brand equity* diprioritaskan pada kuadran A, yaitu meningkatkan *brand awareness* agar pelanggan dapat mengingat *brand e-grocery* tersebut sebagai *e-grocery* yang aman dan terpercaya, meningkatkan kualitas kualitas layanan dan produk dari *e-grocery* tersebut, dan meningkatkan kinerja *customer service* dengan mendengarkan keluhan pelanggan dan mengatasinya dengan cepat dan tepat serta memperbanyak promo yang diberikan kepada pelanggan.

Kata kunci: *e-grocery, brand equity, customer window*, keputusan pembelian

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ANALYSIS BRAND EQUITY OF PURCHASE DECISIONS ON E-GROCERY

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ABSTRACT

E-grocery is currently an alternative for people to do groceries. The more e-grocery brands that exist in Indonesia today have created fierce competition between companies. Strong brand equity can be a company's competitive advantage. Therefore, it is necessary to analyze brand equity in e-grocery to determine the extent of customer assessment and expectations regarding brand equity on purchasing decisions at e-grocery and provide suggestions for improvement through customer responses regarding brand awareness, brand image, perceived quality, and brand loyalty.

The method in this study is the customer satisfaction index and customer window using an online questionnaire with purposive sampling with a sample of 150 respondents in the Jabodetabek area who have made purchases at e-grocery Sayurbox and Segari. The data consists of respondent characteristics, assessments, and respondent's expectations of the e-grocery brand.

The result shows that the average assessment is 3,497 and the average expectation is 3,555 with a CSI value of 88.91% which indicates that customers are very satisfied. Improvements to brand equity indicators are prioritized in quadrant A, namely increasing brand awareness so that customers can remember the e-grocery brand as a safe and trusted e-grocery, improving the quality of service and product quality of the e-grocery, and improving customer service performance by listening to customer complaints and addressing them quickly and appropriately and increasing the number of promos given to customers.

Keywords: e-grocery, brand equity, customer window, purchase decision

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