

ANALISIS PENGARUH EKUITAS MEREK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN BTOB (HORECA) MINYAK GORENG DI PEKANBARU

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INTISARI

Ekuitas merek adalah kumpulan aset dan kewajiban merek yang terkait dengan merek yang menambah atau mengurangi nilai yang ditawarkan produk atau layanan kepada konsumen. Ekuitas merek disusun oleh beberapa elemen penyusun, empat diantaranya yakni loyalitas merek, kesadaran merek, persepsi kualitas, dan asosiasi merek. Ekuitas merek membantu konsumen menafsirkan, memproses, dan menyimpan sejumlah besar data tentang produk dan merek. Ekuitas merek berdampak pada kepercayaan konsumen dalam keputusan pembelian mereka karena penggunaan sebelumnya atau mengerti dengan merek dan ciri-cirinya. Untuk itu, tujuan dari penelitian ini adalah untuk menganalisis pengaruh ekuitas merek minyak goreng terhadap keputusan pembelian konsumen *business-to-business* segmen Horeca di Kota Pekanbaru dan menyusun rekomendasi strategi pemasaran untuk pemasaran minyak goreng sawit.

Populasi penelitian ini adalah pemilik atau *purchasing* Horeca yang berjumlah 142 orang. Pengambilan sampel menggunakan teknik *purposive sampling* sehingga didapatkan sampel sebanyak 105 responden. Penelitian ini menggunakan analisis regresi linier berganda, uji t, uji f, dan uji dominan untuk menganalisis data yang telah dikumpulkan menggunakan kuesioner yang disebar ke 105 responden. Responden berstatus pemilik Horeca sebanyak 47 orang dan *purchasing* sebanyak 58 orang. Berdasarkan hasil penelitian didapatkan bahwa variabel kesadaran merek, asosiasi merek, dan persepsi kualitas berpengaruh positif dan signifikan terhadap keputusan pembelian dengan variabel persepsi kualitas yang menjadi variabel yang dominan. Variabel loyalitas merek berpengaruh positif tapi tidak signifikan terhadap keputusan pembelian. Berdasarkan variabel yang dominan, rekomendasi strategi pemasaran disusun melalui wawancara dan diskusi dengan responden dan manajer dari salah satu merek minyak goreng sehingga dihasilkan rekomendasi: menjaga kualitas dan inovasi produk dengan melibatkan ekspektasi, pengalaman sebelumnya, dan apa yang dipercaya oleh konsumen tentang merek minyak goreng.

Kata kunci: Ekuitas merek, keputusan pembelian, minyak goreng, *Business-to-Business* (BtoB).

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ANALYSIS OF THE INFLUENCE OF BRAND EQUITY ON CONSUMER PURCHASING DECISIONS OF BTOB (HORECA) COOKING OIL IN PEKANBARU

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ABSTRACT

Brand equity is the collection of brand assets and liabilities associated with a brand that add or subtract from the value a product or service offers to consumers. Brand equity is composed of several constituent elements, four of which are brand loyalty, brand awareness, perceived quality, and brand associations. Brand equity helps consumers interpret, process and store large amounts of data about products and brands. Brand equity impacts consumer confidence in their purchasing decisions due to previous use or familiarity with the brand and its characteristics. For this reason, the aim of this research is to analyze the influence of cooking oil brand equity on purchasing decisions of business-to-business consumers in the Horeca segment in Pekanbaru City and develop marketing strategy recommendations for marketing palm cooking oil.

The population of this study were Horeca owners or purchasers, totaling 142 people. Sampling used a purposive sampling technique so that a sample of 105 respondents was obtained. This research uses multiple linear regression analysis, t test, f test, and dominance test to analyze data that has been collected using a questionnaire distributed to 105 respondents. Respondents had the status of Horeca owners as many as 47 people and purchasing as many as 58 people. Based on the research results, it was found that the variables brand awareness, brand association, and perceived quality had a positive and significant effect on purchasing decisions with the variable perceived quality being the dominant variable. The brand loyalty variable has a positive but not significant effect on purchasing decisions. Based on the dominant variables, marketing strategy recommendations were prepared through interviews and discussions with respondents and managers from one of the cooking oil brands so that recommendations were produced: maintaining product quality and innovation by involving expectations, previous experiences, and what consumers believe about cooking oil brands.

Keywords: Brand equity, purchasing decisions, cooking oil, Business-to-Business (BtoB).

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