

ABSTRAK

ANALISIS PERBANDINGAN CITRA MEREK PADA BIOSKOP XXI MALL BOEMI KEDATON DAN CGV CINEMAS TRANSMART BANDAR LAMPUNG

OLEH :

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Perkembangan bioskop pada era modern cukup signifikan, sehingga bioskop di Indonesia sudah banyak tersebar di berbagai kota termasuk kota Bandar Lampung. Keberadaan bioskop di kota Bandar Lampung berada di pusat perbelanjaan besar seperti di Mall Boemi Kedaton, Mall Kartini, Central Plaza, Ciplaz, dan Transmart. Perusahaan bioskop terus bersaing dalam memberikan layanan, fasilitas, kenyamanan, dan harga yang berbeda – beda. populasi yang digunakan dalam penelitian ini terdapat jumlah populasi yang sangat tinggi dan sulit ditentukan, maka penulis menggunakan sampel dengan ketentuan sampel yang akan dijelaskan penulis pada penjelasannya selanjutnya.. Teknik pengambilan sampel dalam penelitian ini *purposive sampling* dengan jumlah sampel 95 responden. Hasil penelitian ini Terdapat perbedaan citra merek pada bioskop XXI Mall Boemi Kedaton dan CGV Cinemas Transmart Bandar Lampung. Tidak terdapat perbedaan personalitas merek pada bioskop XXI Mall Boemi Kedaton dan CGV Cinemas Transmart Bandar Lampung. Terdapat perbedaan asosiasi merek pada bioskop XXI Mall Boemi Kedaton dan CGV Cinemas Transmart Bandar Lampung. Tidak terdapat perbedaan sikap dan perilaku merek pada bioskop XXI Mall Boemi Kedaton dan CGV Cinemas Transmart Bandar Lampung, Terdapat perbedaan manfaat dan keunggulan merek pada bioskop XXI Mall Boemi Kedaton dan CGV Cinemas Transmart Bandar Lampung

Kata kunci : Identitas Merek, Personalitas Merek, Asosiasi Merek, dimensi Sikap dan Perilaku Merek dan Manfaat dan Keunggulan Merek

ABSTRACT

THE COMPARATIVE ANALYSIS OF BRAND IMAGE AT MOVIE XXI MALL BOEMI KEDATON AND CGV CINEMAS TRANSMART BANDAR LAMPUNG

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The development of cinemas in the modern era is quite significant, so that cinemas in Indonesia are widely spread in various cities, including the city of Bandar Lampung. The existence of cinemas in the city of Bandar Lampung is located in large shopping centers such as the Boemi Kedaton Mall, Kartini Mall, Central Plaza, Ciplaz, and Transmart. Cinema companies continue to compete in providing services, facilities, comfort, and different prices. The population in this study was a very high population and was difficult to determine, so the writer used the sample provision which was explained in the next explanation. The sampling technique in this study used the purposive sampling with the sample size of 95 respondents. The result of this study was there were differences in brand image at the XXI Mall Boemi Kedaton cinema and CGV Cinemas Transmart Bandar Lampung. There was no difference in brand personality at the XXI Mall Boemi Kedaton cinema and CGV Cinemas Transmart Bandar Lampung. There were differences in brand associations at the XXI Mall Boemi Kedaton cinema and CGV Cinemas Transmart Bandar Lampung. There were no differences in brand attitudes and behavior at the XXI Mall Boemi Kedaton cinema and CGV Cinemas Transmart Bandar Lampung, and there were differences in brand benefits and advantages at the XXI Mall Boemi Kedaton cinema and CGV Cinemas Transmart Bandar Lampung.

Keywords: Brand Identity, Brand Personality, Brand Association, Dimensions of Brand Attitude and Behavior and Brand Benefits and Advantages