

A STUDY OF BRAND ASSOCIATION, SERVICE
QUALITY, BRAND AWARENESS, BRAND LOYALTY,
TOWARDS LUXURY CARS. CASE STUDY OF PRESTIGE
IMAGE MOTORCARS CONSUMER.

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

A Study of Brand Association, Service Quality, Brand Awareness, Brand Loyalty, towards Luxury Cars. Case Study of Prestige image Motorcars Consumer.

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People consume luxury goods as a symbol of individual, social identity, to gain approval in social situations, and to maintain relationships especially in Asian culture. Prestige luxury car sales are continuously decreasing since various tax adjustment on 2014, and it caused the sales to drop from the average of 19 units sold per month into average 5 unit sold per month (Tolok, 2019). Even after importing Tesla on July 2019, and a huge amount for marketing expenditures and costly private events such as touring, racing events, gala dinners, making luxury car community, even investing on digital marketing such as having their own app, use Instagram sponsorships. The sales growth of luxury car doesn't seems good compared to TDA Luxury Toys that can sell 10-20 units sold per month (Tempo.com, 2019). Considering the number of Indonesian billionaires and luxury car enthusiast in Indonesia is massive. There are still huge opportunities for car dealers. The findings revealed that Brand Loyalty is the most significant variable that affect customer to repurchase a supercar, followed by Brand Association, Brand Awareness, and Service Quality. These findings provided implications for management and recommendations for future studies.

Keyword: Brand Equity, Luxury Car, Repurchase Intention



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DEDICATION

This study is wholeheartedly dedicated to Prestige Image Motorcars.

To my family, mentor, friends who shared their words of advice and encouragement to finish this study.



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