

**THE EFFECT OF CONSUMER BASED BRAND EQUITY ONLINE MARKET
ON INTENTION TO BUY AND THE DECISION MAKING CONSUMER
Case Study On Brand e-Commerce Tokopedia and Bukalapak**

**By
SUDARYONO
2-3115-020**

MASTER'S DEGREE

In

**MASTER OF BUSINESS ADMINISTRATION
FACULTY OF BUSINESS AND COMMUNICATION**

SWISS GERMAN UNIVERSITY

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The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

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Revision After Thesis Defence on August 2018

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

THE EFFECT OF CONSUMER BASED BRAND EQUITY ONLINE MARKET ON
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By

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Business potential for e-commerce industry has been increasing gradually in Indonesia. Therefore, Tokopedia and Bukalapak as a top five e-commerce has to utilise the opportunity to compete and be a market leader. Under intense competition from other brand (local and international), Tokopedia and Bukalapak will be studied.

This research aims to analyse the impact of consumer based brand equity toward intention to buy and decision making consumer. Numerous variables are utilised to measure consumer based brand equity. Quantitative research was conducted in this research using questionnaire distributed to 400 respondents (200 respondents are Tokopedia's consumer and 200 respondents are Bukalapak's consumer). Results were gathered and analysed using SPSS as primary data.

The study indicates that there is significant impact between consumer based brand equity (CBBE) toward intention to buy. And there is significant impact between intention to buy toward decision making consumer. Furthermore, there is also different result between impact brand loyalty toward intention to buy at Tokopedia's consumer and Bukalapak's consumer. E-commerce company or brand must apply all dimension of CBBE such as brand awareness, perceived quality and brand loyalty in order to improve consumer's intention to buy and consumer's making decision to purchase.

Keywords: Consumer Based Brand Equity, Brand Awareness, Brand Image, Perceived Quality, Brand Loyalty, Intention to Buy, Decision Making Consumer



DEDICATION

I dedicate this thesis to my beloved parents, dear wife Pratitis Mukti Tami for her great support, encouragement and patient. I dedicate also this work for all my team members at Koperasi Garudayaksa Nusantara (KGN), may the force be with you.



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