



UNIVERSITAS TARUMANAGARA

FAKULTAS EKONOMI

JAKARTA

SKRIPSI

***PENGARUH INTERGENERATIONAL COMMUNICATION, COUNTRY OF
ORIGIN DAN WORD OF MOUTH TERHADAP BRAND EQUITY
PENGUNYA SMARTPHONE XIAOMI DI JAKARTA: BRAND
AWARENESS SEBAGAI VARIABEL MEDIASI***

DIAJUKAN OLEH:

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UNTUK MEMENUHI SEBAGIAN DARI SYARAT-SYARAT

GUNA MENCAPAI GELAR

SARJANA EKONOMI

2017

UNIVERSITAS TARUMANAGARA

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JAKARTA

TANDA PERSETUJUAN SKRIPSI

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PROGRAM / JURUSAN : S1 / MANAJEMEN

BIDANG KONSENTRASI : MANAJEMEN PEMASARAN

**JUDUL SKRIPSI : PENGARUH *INTERGENERATIONAL*
COMMUNICATION, COUNTRY OF ORIGIN
DAN WORD OF MOUTH TERHADAP *BRAND*
EQUITY PENGGUNA *SMARTPHONE*
XIAOMI DI JAKARTA: *BRAND AWARENESS*
SEBAGAI VARIABEL MEDIASI**

Jakarta, 22 Desember 2016

Pembimbing,



(Dr. Keni, S.E., M.M.)

UNIVERSITAS TARUMANAGARA

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SETELAH LULUS UJIAN SKRIPSI / KOMPREHENSIF

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JUDUL SKRIPSI : PENGARUH *INTERGENERATIONAL COMMUNICATION, COUNTRY OF ORIGIN* DAN *WORD OF MOUTH* TERHADAP *BRAND EQUITY* PENGGUNA *SMARTPHONE XIAOMI* DI JAKARTA: *BRAND AWARENESS* SEBAGAI VARIABEL MEDIASI

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Tanggal: 10 Januari 2017

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Tanggal: 10 Januari 2017

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ABSTRAK

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JAKARTA

- (A) WIDYA OCTAVIANI (115130314)
- (B) PENGARUH *INTERGENERATIONAL COMMUNICATION*, *COUNTRY OF ORIGIN* DAN *WORD OF MOUTH* TERHADAP *BRAND EQUITY* PENGGUNA *SMARTPHONE* XIAOMI DI JAKARTA: *BRAND AWARENESS* SEBAGAI VARIABEL MEDIASI.
- (C) xviii + 116 halaman, 2016, tabel 29, gambar 19, lampiran 8.
- (D) MANAJEMEN PEMASARAN
- (E) *Abstract: The purposes of this research are to examine whether 1) intergenerational communication, country of origin and word of mouth can influence brand equity of Xiaomi smartphone's consumers in Jakarta, 2) intergenerational communication, country of origin and word of mouth can influence brand awareness of Xiaomi smartphone's consumers in Jakarta, 3) brand awareness can influence brand equity of Xiaomi smartphone's consumers in Jakarta and 4) brand awareness can mediate intergenerational communication, country of origin and word of mouth on brand equity of Xiaomi smartphone's consumers in Jakarta. The populations of this research are Xiaomi smartphone's consumers in Jakarta. The samples are 200 respondents by online questionnaires with the nonprobability sampling technique with convenience sampling. Overall, the results of this study are 1) intergenerational communication, country of origin and word of mouth are positively and significantly affected on brand equity of Xiaomi smartphone's consumers in Jakarta, 2) intergenerational communication, country of origin and word of mouth are positively and significantly affected on brand awareness of Xiaomi smartphone's consumers in Jakarta, 3) brand awareness is positively and significantly affected on brand equity of Xiaomi smartphone's consumers in Jakarta and 4) brand awareness can mediate the positive effect intergenerational communication, country of origin and word of mouth on brand equity of Xiaomi smartphone's consumers in Jakarta.*
- (F) Daftar acuan 58 (1970-2016)
- (G) Dr. Keni, S.E., M.M.