

ABSTRACT

Zahrah, Farwa 2014 Thesis . Title : " Building Brand Equity Strategy at Bank Syariah Mandiri Branch Malang "

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Keywords : Brand Equity, Syariah Bank.

Brand equity is the company's strategy to maintain customer loyalty and long-term profitability. Brand Equity is the value of prestige that describes a person's self image.

This research aims to determine the implementation and the effectiveness of brand equity strategy at Bank Syariah Mandiri Branch Malang. The method used in this research is descriptive qualitative. The informants in this research are marketing division and customer of Bank Syariah Mandiri Branch Malang.

Build brand equity strategy at Bank Syariah Mandiri branch Malang according to the theory such as personal selling, advertising, sponsorship, publicity, communication at the point of purchase, using the symbols on the brand, do brand extensions, provide ease of use of the product, provide excellent service, using performance, using prestige value, using the name of the manufacturer of the product, working together with other companies, using the retail network, maintain the good name of the company, offers quality products, set the price according to the needs of its customers, maintaining the company's environmental quality standards, promote service quality standards, using LAZNAS, using sophisticated technology, giving gifts to customers and conduct proactive strategy. This strategy has been proven effective in the presence of growth continues to increase at Bank Syariah Mandiri Branch Malang .