

ABSTRAK

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EFEK SUSTAINABLE MARKETING ASSETS (BRAND EQUITY, MARKETING INNOVATION) MELALUI SUSTAINABLE COMPETITIVE ADVANTAGE TERHADAP MARKET PERFORMANCE TELKOMSEL.

Industri telekomunikasi, khususnya di Indonesia, merupakan industri yang sangat kompetitif dengan persaingan yang semakin ketat antar perusahaan telekomunikasi. Salah satu pemain utama di industri ini adalah Telkomsel. seperti perusahaan telekomunikasi lainnya, memerlukan *sustainable competitive advantage* untuk mempertahankan posisi mereka di pasar. Untuk mencapai keunggulan bersaing yang berkelanjutan, Telkomsel harus menciptakan *sustainable brand equity* dan *marketing innovation* yang dapat meningkatkan *sustainable competitive advantage* perusahaan. *Sustainable brand equity* mengacu pada kemampuan merek untuk memberikan nilai tambah yang berkelanjutan bagi pelanggan dan pemangku kepentingan perusahaan. Sedangkan *marketing innovation* mengacu pada kemampuan perusahaan untuk menciptakan inovasi dalam strategi pemasaran. Adapun tujuan dari penelitian yaitu untuk mengetahui pengaruh *brand equity* dan *marketing innovation* melalui variabel mediasi *sustainable competitive advantage* terhadap *market performance* Telkomsel. Metode kuantitatif digunakan dalam penelitian ini dengan 300 responden yang diambil secara *ad hoc*. Hasil dari penelitian ini membuktikan bahwa *sustainable competitive advantage* mampu memediasi *Sustainable Marketing Assets (Brand Equity, Marketing Innovation)* terhadap *market performance*, dimana pengaruh tidak langsung dari *brand equity* sebesar 0.411 dan pengaruh tidak langsung dari *marketing innovation* sebesar 0.384. Penelitian ini akan memberikan keuntungan dalam hal teoritis, praktis, dan juga memberikan rekomendasi untuk penelitian di masa depan.

Kata Kunci: *Brand equity, marketing innovation, sustainable competitive advantage, market performance*

ABSTRACT

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THE EFFECT OF SUSTAINABLE MARKETING ASSETS (BRAND EQUITY, MARKETING INNOVATION) THROUGH SUSTAINABLE COMPETITIVE ADVANTAGE ON TELKOMSEL'S MARKET PERFORMANCE.

The telecommunications industry, especially in Indonesia, is a highly competitive industry with fierce competition among telecommunications companies. One of the main players in this industry is Telkomsel. Like other telecommunications companies, they need sustainable competitive advantage to maintain their position in the market. To achieve sustainable competitive advantage, Telkomsel must create sustainable brand equity and marketing innovation that can improve the company's sustainable competitive advantage. Sustainable brand equity refers to a brand's ability to provide sustainable value for customers and stakeholders of the company. Marketing innovation, on the other hand, refers to a company's ability to create innovation in marketing strategy. The purpose of this research is to determine the influence of brand equity and marketing innovation through the mediating variable of sustainable competitive advantage on Telkomsel's market performance. Quantitative methods were used in this study with 300 ad hoc respondents. The results of this research prove that sustainable competitive advantage can mediate Sustainable Marketing Assets (Brand Equity, Marketing Innovation) on market performance, with an indirect influence of brand equity at 0.411 and an indirect influence of marketing innovation at 0.384. This research will provide benefits in terms of theoretical and practical aspects, as well as provide recommendations for future research.

Keyword: Brand equity, marketing innovation, sustainable competitive advantage, market performance