

Analisis pengaruh Experiential Marketing dan Electronic Word of Mouth terhadap Brand Awareness dan Purchase Intention: studi kasus pada Keripik Setan (Pedas) Maicih logo samping = Analysis the influence of experiential marketing and Electronic Word of Mouth toward Brand Awareness d Purchase intention: case study Keripik Setan (Pedas) Maicih Logo Samping

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Abstrak

Dengan menurunnya minat konsumen terhadap penelusuran web Maicih, peneliti ingin mengetahui bagaimana strategi pemasaran PT Maicih Inti Sinergi yaitu experiential marketing dan electronic word of mouth dapat mempengaruhi brand awareness dan purchase intention konsumen. Dengan mengetahui hal ini, diharapkan produsen dapat mempertahankan atau meningkatkan strateginya. Teknik analisis data yang digunakan adalah Structural Equation Modeling (SEM).

Hasil penelitian menunjukkan experiential marketing memiliki pengaruh positif terhadap brand awareness maupun purchase intention. Sementara electronic word of mouth tidak memiliki pengaruh yang signifikan terhadap brand awareness, namun memiliki pengaruh positif terhadap purchase intention. Selain itu, brand awareness tidak memiliki pengaruh positif terhadap purchase intention.

.....Because of consumer interest toward Maicih?s web tracking, PT Maicih Inti Sinergi needs to discover how its marketing strategies such as experiential marketing and electronic word of mouth can affect brand awareness and purchase intention of consumer. The manufacturer is expected to maintain or improve its strategy. This research used Structural Equation Modeling (SEM) as data analysis technique.

The result showed that experiential marketing has a positive impact on brand awareness and purchase intention. Furthermore, electronic word of mouth does not have a significant impact on brand awareness but has positive impact on purchase intention. Additionally, brand awareness does not have a positive impact on purchase intention.