

Pengaruh brand alliance terhadap brand equity brand preference dan purchase intention dalam industri laptop = The effect of brand alliance on brand equity brand preference and purchase intention on the laptop industry

Andi Ramadhani Akbar, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20347532&lokasi=lokal>

Abstrak

Penelitian ini membahas mengenai strategi pemasaran brand alliance dan pengaruhnya terhadap brand equity, brand preference, dan purchase intention dalam industri laptop. Dengan melakukan eksperimen terhadap 2 buah merek laptop dan 2 buah merek audio system yang merupakan high equity brand dan low equity brand ke dalam 4 pasang brand alliance fiktional yaitu ASUS/PIONEER, ASUS/PLANTRONICS, CLEVO/PIONEER dan CLEVO/PLANTRONICS.

Penelitian ini menggunakan 162 responden yang termasuk dalam generasi Y yang lahir pada tahun 1980-2000 dan berada di sekitar lingkungan kampus baru Universitas Indonesia sebagai subjek penelitian. Teknik pengambilan sampel dilakukan dengan teknik convenience sampling. Teknik analisis data yang digunakan dalam penelitian ini adalah paired t test dan linear regression.

Hasil penelitian menunjukkan bahwa post alliance host brand equity pasangan pertama tetap stabil dengan perubahan sebesar (0,047). Pada pasangan kedua host brand equity juga tetap stabil dengan perubahan sebesar (0,098). Pasangan ketiga meningkatkan host brand equity sebesar (0,375). Kemudian pasangan terakhir meningkatkan host brand equity sebesar (0,357).

Hasil uji regresi menunjukkan bahwa post alliance brand equity ternyata memiliki pengaruh positif terhadap brand preference dan purchase intention. Hasil penelitian ini menunjukkan bahwa brand alliance dapat meningkatkan brand equity dari merek laptop yang menjalankan strategi tersebut.

.....This research will discuss about the brand alliance marketing strategy and its effects on brand equity, brand preference, and purchase intention in the laptop industry. By conducting experiments on 2 laptop brands and 2 audio system brand that is considered high equity brands and low equity brands into 4 pairs of fictional brand alliance that ASUS / PIONEER, ASUS / PLANTRONICS, CLEVO / PIONEER and CLEVO / PLANTRONICS.

This study is using 162 participants that are a member of generation Y whose date of birth is between 1980 and 2000 within the new campus of the University of Indonesia as a research subject. Sampling technique that is used in this research is convenience sampling technique. Data analysis technique that is used in this research is paired t test and linear regression methods.

Analysis result shows that post alliance hosts brand equity of the first pair of brand remained stable with the change of (0,047). In the second pair, host brand equity also remains stable with changes of (0,098). The third pair increases the host brand equity by (0,375). Then the last pair increases the host brand equity by (0,357).

Regression results indicate that post-alliance brand equity have a positive effect on brand preference and purchase intention. These results shows that brand alliance can increase brand equity of laptop brands who implement this strategy.