

Pengaruh pioneer status, customer value dan brand image terhadap brand attitude : studi : minyak angin aromatherapy Freshcare dan Safecare = Influence of pioneer status, customer value and brand image towards brand attitude : study on aromatherapy medicated oil Freshcare and Safecare / Pasti Putih Dwi Suliyo

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Abstrak

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Penelitian ini menjelaskan pengaruh pioneer status, customer value dan brand image terhadap brand attitude yang terjadi pada merek minyak angin aromatherapy Freshcare dan Safecare. Penelitian ini adalah penelitian mixed method dengan desain eksplanatif. Penelitian ini dilakukan dengan survey kepada 124 pengguna minyak angin aromatherapy sebagai data kuantitatif dan wawancara kepada 16 pengguna minyak angin aromatherapy sebagai data kualitatif tambahan. Hasil penelitian ini menunjukkan terdapat pengaruh antara customer value dan brand image terhadap brand attitude pada kedua merek Freshcare dan Safecare. Bagi pihak Freshcare yang paling mempengaruhi brand attitude adalah Customer value dan bagi pihak Safecare yang paling mempengaruhi brand attitude adalah brand image.

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**ABSTRACT**

The focus of this study is to explain the influence of pioneer status, customer value and brand image towards brand attitude that occur on aromatherapy medicated oil Freshcare and Safecare. This research is mixed method with explanatory design. The data is collect by survey to 124 users of aromatherapy medicated oil as quantitative data and interview to 16 users of aromatherapy medicated oil as qualitative data addition. The results shows there is influence between customer value, and brand image against brand attitude on both brand. In Freshcare side, cutomer value is the most influencing variable toward brand attitude and in Safecare side, brand image is the most influencing variable toward brand attitude.