

# Pengaruh brand knowledge dan brand relationship terhadap behavioral outcome pada konsumen remaja di Jakarta : studi kasus sepatu Vans = The influence of brand knowledge and brand relationship toward behavioral outcomes of adolescent consumers in Jakarta : case study Vans shoes

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## Abstrak

Tesis ini meneliti pengaruh brand knowledge dan brand relationship terhadap behavioral outcome pada Konsumen Remaja di Jakarta. Merk yang diteliti adalah merek sepatu Vans. Metode yang digunakan dalam penelitian ini adalah metode survey (kuesioner) yang dilakukan terhadap remaja pengguna sepatu Vans di Jakarta. Teknik sampling yang digunakan adalah probability sampling menggunakan cluster sampling.

Hasil dari penelitian ini menunjukkan bahwa brand awareness Vans memiliki pengaruh positif terhadap brand image, brand satisfaction, dan current purchase sepatu Vans, namun brand Awareness tidak memiliki pengaruh positif terhadap intention to future purchase dan brand trust. Selanjutnya brand image Vans memiliki pengaruh positif terhadap brand satisfaction, brand trust dan intention to future purchase, namun brand image tidak memiliki pengaruh positif terhadap current purchase. Brand satisfaction tidak memiliki pengaruh positif terhadap brand attachment.

Brand trust memiliki pengaruh positif terhadap brand attachment. Brand attachment sendiri memiliki pengaruh positif terhadap current purchase dan intention to future purchase. Kemudian terakhir, current purchase memiliki pengaruh positif terhadap intention to future purchase.

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This thesis examines the influence of brand knowledge and brand relationship toward behavioral outcomes of adolescent consumers in Jakarta: a case study of Vans shoes. The method used in this study was survey using questionnaire targeted to Vans shoes adolescent users in Jakarta. Cluster sampling (probability sampling) method was used for this thesis.

The results of this study showed that Vans brand awareness had positive influence on brand image, brand satisfaction, and current purchase. However, brand awareness did not have positive influence on intention to future purchase and brand trust. Furthermore, Vans brand image had positive effect on brand satisfaction, brand trust and intention to future purchase, but Vans brand image did not have positive effect on customer's current purchase. Brand satisfaction did not have positive influence on brand attachment.

Brand trust had positive influence on brand attachment and brand attachment itself had a positive influence on the current as well as on intention to future purchase. Finally, the study found that current purchase had positive influence on intention to future purchase.