

Analisis pengaruh brand placement acceptance dan brand recall terhadap preference intention to purchase dan loyalty (studi kasus : film cinta brontosaurus) = Analysis of effect of brand placement acceptance and brand recall on preference intention to purchase and loyalty (case study cinta brontosaurus movies)

Irma Fitriyani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20365257&lokasi=lokal>

Abstrak

Tesis ini menganalisis brand placement dengan menguji pengaruh dari 4 variabel, yaitu brand recall, preference, intention to purchase, dan Loyalty. Berdasarkan data dari 205 responden konsumen muda yang diuji, maka dapat diketahui bahwa brand placement tidak berpengaruh secara positif terhadap brand recall, Brand placement tidak memiliki pengaruh positif atau signifikan terhadap brand recall, preference, intention to purchase, dan Loyalty. Brand recall memiliki pengaruh positif atau signifikan terhadap preference dan loyalty. Sedangkan brand recall tidak memiliki pengaruh positif atau signifikan terhadap intention to purchase. Kemudian preference memiliki pengaruh positif terhadap intention to purchase dan terakhir intention to purchase memiliki pengaruh terhadap loyalty.

.....This thesis analyzes the brand placement by testing the effect of four variables, namely brand recall, preference, intention to purchase, and loyalty. Based on data from 205 respondents who tested young consumers, it can be seen that brand placement is not a positive influence on brand recall, Brand placement does not have a positive influence on brand recall or significant, preference, intention to purchase, and Loyalty. Brand recall or a significant positive influence on the preference and loyalty. While brand recall or did not have a significant positive effect on the intention to purchase. Then the preference has a positive influence on intention to purchase and intention to purchase last had an influence on loyalty.