

Analisis sikap konsumen terhadap merek toko dan promosi merek nasional = Analysis of attitudes konsumen towards store brand and national brand promotion

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Abstrak

Hasil penelitian ini ditujukan untuk mengetahui pengaruh positif dan signifikan dari variabel karakteristik merek toko dan promosi merek nasional yang terdiri dari Value Consciousness; Smart Shopper Self Perception; Brand Loyalty; Store Loyalty; Impulsiveness. Penelitian ini menggunakan desain penelitian eksploratif dan deskriptif yang dilakukan satu kali dalam satu periode. Responden penelitian ini berjumlah 110 orang responden yang mempunyai aktivitas berbelanja di retail atau eceran kurang dari 6 bulan terakhir. Model penelitian dengan empat belashipotesis diuji menggunakan Structural Equation Modelling (SEM). Hasil penelitian menyatakan bahwa Value Consciousness mempunyai pengaruh signifikan dan positif terhadap merek toko begitupun dengan Brand Loyalty juga mempunyai hubungan signifikan dan positif dengan merek toko dan merek nasional. Value consciousness mempunyai hubungan tidak signifikan terhadap merek nasional dan brand loyalty; begitupun smart shopper self-perception; store loyalty; impulsiveness tidak mempunyai pengaruh signifikan terhadap merek nasional dan merek toko.

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The results of this study aimed to determine the positive and significant impact of the variable characteristics of the store brand and national brand promotion which consists of Value Consciousness; Smart Shopper Self Perception; Brand Loyalty; Store Loyalty; Impulsiveness. This study used exploratory and descriptive research design is done once in a period. This survey respondents totaled 110 respondents who have activities in retail or retail shop less than 6 months. Research model with four teen hypotheses were tested using Structural Equation Modeling (SEM). The study states that the Value Consciousness has a significant and positive influence on brand stores as well as with Brand Loyalty also has a significant and positive relationship with store brands and national brands. Value consciousness has no significant relationship to the national brand and brand loyalty; as did the smart shopper self - perception; store loyalty; impulsiveness did not have a significant influence on national brand and store brand.