

Pengaruh need for uniqueness terhadap purchase intention antara merek Swedia dan merek Indonesia objek penelitian : H&M dan cotton Ink = Impacts of need for uniqueness on purchase intention between Swedish and Indonesian brand objects of research : H&M and cotton Ink/ Reisa Rizky Pradipta

Reisa Rizky Pradipta, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20386683&lokasi=lokal>

Abstrak

ABSTRACT

Penelitian ini meneliti pengaruh dari karakteristik individual (need for uniqueness dan attitudes toward swedish product) dan variabel brand-specific (perceived quality dan emotional value) terhadap minat beli antara merek luar negeri (H&M) dengan merek dalam negeri (Cotton Ink). Ada 212 konsumen perempuan yang berpartisipasi dalam survey penelitian ini. Dengan metode Structural Equation Modelling (SEM), hasil penelitian ini menunjukkan bahwa need for uniqueness dari konsumen perempuan Indonesia tidak berpengaruh positif terhadap attitudes toward swedish products baik untuk merek H&M maupun Cotton Ink. Attitudes toward swedish products berpengaruh positif terhadap perceived quality dan emotional value untuk merek H&M sedangkan, pada merek Cotton Ink, attitudes toward swedish products berpengaruh negatif terhadap perceived quality dan emotional value. Selain itu, hasil penelitian menunjukkan perceived quality dan emotional value berpengaruh positif baik untuk merek H&M dan merek Cotton Ink.

<hr>

ABSTRACT

This research aims to study the impacts of individual characteristic (need for uniqueness and attitudes toward swedish product) and brand-specific variables (perceived quality and emotional value) on purchase intention between swedish and domestic brand. There are 212 Indonesian women consumers that participated in this survey. By using Structural Equation Modelling, this research shows that need for uniqueness of respondents is not positively related to attitudes toward swedish products both for H&M and Cotton Ink. Moreover, attitudes toward swedish products is positively related to perceived quality and emotional value for H&M, but for Cotton Ink, attitudes toward swedish products is negatively related to perceived quality and emotional value. Besides that, perceived quality and emotional value are positively related to purchase intention both for H&M and Cotton Ink.