

Pengaruh psychological traits terhadap brand attitude dan purchase intention pada masstige brand dengan consumer knowledge sebagai faktor moderasi: Studi kasus Nike Sportswear pada Generasi Y = The effect of psychological traits towards brand attitude and purchase intention on masstige brand with consumer knowledge as moderating factor: Case study Nike Sportswear on Generation Y / Farisa Zataliny Nasution

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20402579&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh psychological traits, yang terdiri dari dimensi value consciousness, susceptibility to normative influence, dan need for uniqueness, terhadap brand attitude dan purchase intention pada produk sportswear bermerk masstige dengan generasi Y sebagai sampel penelitian. Selain itu, penelitian ini juga menguji variabel moderasi consumer knowledge pada pengaruh need for uniqueness terhadap brand attitude. Penelitian ini menggunakan brand Nike sebagai studi kasus. Hasil studi dengan menggunakan metode Structural Equation Modelling menunjukkan bahwa value consciousness dan susceptibility to normative influence memiliki pengaruh signifikan terhadap brand attitude generasi Y pada produk sportswear bermerk masstige. Variabel brand attitude juga terbukti memiliki pengaruh yang signifikan terhadap purchase intention produk sportswear Nike. Di sisi lain, need for uniqueness terbukti tidak memiliki pengaruh yang signifikan terhadap brand attitude. Lebih lanjut, consumer knowledge juga tidak terbukti memoderasi pengaruh need for uniqueness terhadap brand attitude.

The purpose of this research is to analyze the effect of psychological traits on brand attitude and purchase intention towards masstige branded sportswear products in Generation Y. The dimensions of psychological traits analyzed in this study are value consciousness, susceptibility to normative influence, and need for uniqueness. In addition, this study also examines the moderating effect of consumer knowledge on the influence of need for uniqueness towards brand attitude. This study uses Nike sportswear as the case study and the Structural Equation Modeling method to analyze the data. Result of this study indicates that the value consciousness and susceptibility to normative influence have a significant effect on brand attitude of Generation Y towards masstige branded sportswear products. The result also shows that brand attitude does have a significant effect towards purchase intention of Nike sportswear products. On the other hand, the need for uniqueness is not proven to have a significant effect towards brand attitude. Furthermore, consumer knowledge is also not proven to moderate the influence of need for uniqueness towards brand attitude.