

Pengaruh brand trust terhadap brand extension acceptance : studi pada pelanggan Lazada yang mengetahui lamido = The influence of brand trust on brand extension acceptance study on Lazada s customer who knows about lamido

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Abstrak

Rocket Internet belum lama ini mengeluarkan website e-commerce baru dengan nama Lamido di Indonesia. Untuk membangun kepercayaan konsumen pada merek Lamido, Rocket Internet melakukan strategi brand extension dengan menggunakan nama merek Lazada di bawah logo Lamido. Penelitian ini bertujuan untuk melihat pengaruh brand trust Lazada terhadap brand extension acceptance Lamido serta melihat dimensi brand trust mana yang paling berpengaruh terhadap brand extension acceptance. Penelitian ini menggunakan metode kuantitatif dan teknik pengambilan sampel purposive dengan jumlah sampel sebesar 100 responden.

Hasil dari penelitian ini menunjukkan adanya pengaruh brand trust Lazada terhadap brand extension acceptance Lamido, dimana dimensi brand trust yang memiliki pengaruh paling besar terhadap brand extension acceptance adalah dimensi credibility.

Rocket Internet recently issued a new e-commerce website named Lamido in Indonesia. In order to build consumer trust in Lamido, Rocket Internet uses brand extension strategy by using Lazada's brand name below Lamido's brand logo. This research was intended to observe the effect of Lazada's brand trust on Lamido's brand extension acceptance and to observe which dimension of brand trust had the most influence on brand extension acceptance. This study applied a quantitative approach and purposive sampling technique with a sample size of 100 respondents.

The results of this study indicated that Lazada's brand trust influenced Lamido's brand extension acceptance, while the most influencing dimension of brand trust on brand extension acceptance was credibility.