

Analisis pengaruh brand placement acceptance terhadap sikap dan perilaku: persepsi pengguna smartphone Samsung dan Non-Samsung = Analysis of effect of brand placement acceptance on attitudes and behavior: Samsung smartphone user and non-user perception

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Abstrak

Skripsi ini meneliti pengaruh brand placement acceptance dan brand recall terhadap preference, loyalty dan intention to purchase pada studi kasus smartphone Samsung Galaxy Note 3 dalam drama Korea “My Love From Another Star”. Responden penelitian ini dibagi menjadi dua kelompok yaitu kelompok pengguna smartphone Samsung dan kelompok pengguna non-Samsung yang masing-masing berdomisili di Jakarta, Bogor, Depok, Tangerang, dan Bekasi. Metode yang digunakan untuk mengolah data dalam penelitian ini adalah Multiple Regression.

Hasil penelitian membuktikan secara signifikan bahwa bagi kelompok pengguna Samsung, brand placement acceptance dan brand recall berpengaruh pada preference, dan loyalty. Namun bagi kelompok pengguna non-Samsung, brand placement acceptance mempunyai pengaruh terhadap brand recall, tetapi tidak cukup kuat untuk memengaruhi preference dan intention to purchase, sedangkan brand recall memiliki pengaruh terhadap preference dan juga intention to purchase.

*The purpose of this research is to analyse the effect of brand placement acceptance and brand recall on preference, loyalty, and intention to purchase with Samsung Galaxy Note 3 in a Korean drama called “My Love From Another Star” as the study case. Respondents of this study are divided into two groups: Smartphone Samsung User and Non-Samsung User, each of which is resided in Jakarta, Bogor, Depok, Tangerang, and Bekasi. This Study uses Multiple Regression to process the data.*

*The result of this research shows significantly that on Samsung user, brand placement acceptance and brand recall have impact on preference and loyalty. On the other hand, for non-Samsung user, brand placement acceptance has positive impact on brand recall, but not strong enough to influence the preference and intention to purchase, although brand recall has a positive impact on preference and intention to purchase.*