

Co-branding ingredient vs co-branding simbolik pengaruhnya terhadap strategi pemasaran smartphone = Ingredient co branding vs symbolic co branding their influence on the marketing strategy of smartphone

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Abstrak

Penelitian ini bertujuan untuk menganalisis jenis strategi co-branding yang efektif digunakan untuk kategori produk smartphone di Indonesia dan mengetahui apakah faktor perceived fit mempengaruhi kesuksesan strategi co-branding. Penelitian ini menggunakan 192 sampel dengan menggunakan metode convenience sampling. Responden pada penelitian ini adalah orang-orang yang merupakan pengambil keputusan atas merek smartphone yang mereka gunakan saat ini. Data yang diperoleh dianalisis dengan menggunakan independent sample t-test.

Penelitian ini menemukan hasil bahwa ternyata tidak terdapat perbedaan attitude toward co-branded product dan purchase intention yang signifikan antara konsumen yang dihadapkan pada kondisi co-branding ingredient dan konsumen yang dihadapkan pada kondisi co-branding simbolik. Selain itu, hasil penelitian ini menunjukkan bahwa terdapat perbedaan attitude toward co-branded product dan purchase intention yang signifikan ketika konsumen dihadapkan pada kondisi perceived fit tinggi dibandingkan kondisi perceived fit rendah.

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This research aims to analyze which of the two types of co-branding strategies that is more effective to implement for smartphone category in Indonesia and to know whether perceived fit affects the success of co-branding strategy. This research uses 192 samples by using convenience sampling method. The respondents in this research are the ones who make their own decisions for the smartphone brands which they are currently using. The data is analyzed by using independent sample t-test.

This research found that there is no significant difference in attitude toward co-branded product and purchase intention between those who are given the ingredient co-branding treatment and those who are given the symbolic co-branding treatment. This research also found that there is a significant difference in attitude toward co-branded product and purchase intention due to the different level of perceived fit (high perceived fit and low perceived fit).