

Pengaruh customer authenticity perception dan komponen brand equity terhadap brand choice intention pada waralaba lokal restoran etnis = The effect of customer authenticity perception and brand equity component to brand choice intention on local franchise of ethnic restaurants

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20421967&lokasi=lokal>

Abstrak

Skripsi ini membahas tentang pengaruh customer authenticity perception dan komponen brand equity terhadap brand choice intention waralaba lokal restoran etnis di Indonesia. Lebih lanjut lagi, skripsi ini membahas pengaruh terhadap brand choice intention yang ditimbulkan oleh brand awareness, brand image, perceived quality dan brand loyalty. Penelitian ini menggunakan desain penelitian konklusif-deskriptif dan single-cross sectional. Kuesioner disebar kepada responden yang memiliki pengalaman bersantap di restoran etnis yang menjadi objek penelitian dalam kurun waktu minimal dua bulan terakhir sebanyak 151 responden yang diambil menggunakan metode convenience sampling. Penelitian ini menghasilkan kesimpulan bahwa customers' authenticity perception berdampak signifikan pada komponen brand equity yang meliputi brand awareness, brand image, perceived quality, dan brand loyalty, dan brand choice intention dipengaruhi secara signifikan oleh brand loyalty. Pada penelitian ini juga terdapat implikasi manajerial serta saran untuk penelitian selanjutnya.

.....This study discusses the effect of customer authenticity perception and the components of brand equity to brand choice intention on local franchise of ethnic restaurants in Indonesia. Furthermore, this paper discusses the influence on brand choice intention posed by brand awareness, brand image, perceived quality and brand loyalty. This research uses descriptive conclusive research designs and single-cross sectional. Questionnaires were distributed to respondents who have experience of dining at ethnic restaurants which became the object of study in a minimum period of two months as many as 151 respondents drawn using a convenience sampling method. This study concluded that customers' perception authenticity has significant impact on brand equity components that include brand awareness, brand image, perceived quality, and brand loyalty, and brand choice intention significantly affected by brand loyalty. In this study, there is also a managerial implications and suggestions for further research.