

Pengaruh consumer-based chain restaurant brand equity (CBCRBE) terhadap brand reputation dan brand trust pada restoran franchise lokal di Indonesia = The effects of consumer based chain restaurant brand equity (CBCRBE) towards local franchise restaurant s brand reputation and brand trust in Indonesia

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Abstrak

ABSTRAK

Penelitian ini mengembangkan dan menguji model consumer-based chain restaurant brand equity (CBCRBE) dan menginvestigasi efek dari variabel-variabel yang berada di dalam CBCRBE terhadap reputasi sebuah brand dan juga kepercayaan konsumen terhadap brand tersebut dan juga menginvestigasi efek dari reputasi sebuah brand terhadap brand trust dengan menggunakan metode structural equation modeling (SEM). Hasil penelitian ini mengkonfirmasi bahwa kepercayaan konsumen terhadap brand tersebut dipengaruhi oleh reputasi sebuah brand, brand affect, self-congruence. Serta reputasi sebuah brand dipengaruhi oleh faktor-faktor seperti kualitas makanan dan juga pelayanan restoran, kesadaran konsumen terhadap sebuah brand, dan atribut asosiasi sebuah brand. Penelitian ini juga menemukan bahwa self-congruence berpengaruh negatif terhadap reputasi sebuah brand, dan kesadaran konsumen terhadap sebuah brand berpengaruh negatif terhadap reputasi brand

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ABSTRACT

This study was to develop and test models of consumer-based chain restaurant brand equity (CBCRBE) and investigate the effects of variables that are within CBCRBE to the reputation of a brand and consumer confidence in the brand and also investigated the effect of the reputation of a brand to brand trust using structural equation modeling (SEM). The results of this study confirm that consumer confidence in the brand is influenced by brand reputation, brand affect, and self-congruence. As well as the reputation of a brand is influenced by factors such as the quality of the food and restaurant services, consumer awareness of a brand, and a brand attribute association. The study also found that self-congruence negatively affect the reputation of a brand and consumer awareness of a brand negatively affect brand reputation