

Pengaruh brand origin dan product usage experience terhadap persepsi kualitas dan minat beli produk musik = The influence of brand origin and product usage experience towards perceived quality and purchase intention of music products

Sigit Priyono, author

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Abstrak

Walau konsep Brand Origin (BO) sudah banyak diteliti, namun masih jarang yang berfokus pada produk experiential seperti musik. Adapun tujuan dari penelitian ini adalah untuk mengetahui pengaruh persepsi BO sebagai faktor objektif dengan product usage experience sebagai faktor subjektif terhadap minat beli produk musik yang berasal dari dua BO berbeda, yaitu Indonesia (lokal) dan Amerika Serikat (asing).

Metode yang digunakan adalah penelitian kuantitatif, dengan mayoritas responden berumur muda berjumlah 137 orang. Data empiris yang dikumpulkan lewat survei digunakan untuk menguji dua set hipotesa terkait BO Indonesia dan BO Amerika Serikat.

Hasil penelitian menunjukkan jika persepsi BO memiliki pengaruh langsung terhadap persepsi kualitas namun tidak memiliki pengaruh langsung terhadap minat beli produk musik baik Indonesia maupun Amerika Serikat. Sedangkan product usage experience memiliki pengaruh langsung terhadap persepsi kualitas dan minat beli. Hasil penelitian ini juga menunjukkan jika persepsi kualitas memiliki pengaruh langsung terhadap minat beli produk musik Amerika Serikat namun tidak memiliki pengaruh langsung terhadap minat beli produk musik Indonesia.

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Although the concept of Brand Origin (BO) has been widely studied, but it was rarely focused on experiential products such as music. The purpose of this study is to investigate the influence of BO perception as an objective factor and product usage experience as a subjective factor to the perceived quality and purchase intention of music products that come from two different BO, namely Indonesia (local) and the United States (foreign) among Indonesian consumers.

The method used is quantitative research, involving 137 respondents with the majority of young respondents. Empirical data collected via surveys were used to test two sets of hypotheses related to the BO of Indonesia and the United States.

The results indicated that the BO perception has a direct influence on perceived quality but has no direct influence on purchase intention both Indonesia and the United States music products, while product usage experience has direct influence both on perceived quality and purchase intention. The results also demonstrate that perceived quality has a direct influence on purchase intention of United States music products, but has no direct influence on purchase intention of Indonesia music products.