

Pengaruh Brand Anthropomorphism Terhadap Resistance to Negative Information, Repurchase Intention, dan Brand Defense Di Industri Minuman Boba = The Influence of Brand anthropomorphism on Resistance to negative information, Repurchase intention and Brand Defense In Bubble Tea Industry

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Abstrak

Trend minuman boba semakin berkembang pesat di Indonesia dan mengakibatkan persaingan yang semakin ketat di antara merek-merek. Tujuan dari penelitian ini adalah untuk menganalisis dampak elemen-elemen anthropomorfik pada merek minuman boba terhadap pembentukan tiga aspek penting, yaitu resistance to negative information, repurchase intention, dan brand defense yang dimediasi oleh brand trust dan brand love. Responden dari penelitian ini terdiri dari 400 orang yang dianalisis menggunakan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa brand anthropomorphism memiliki pengaruh positif terhadap pembentukan variabel yang dituju dan juga terhadap variabel mediasi. Penelitian ini bermanfaat untuk menambah pengetahuan terkait penggunaan brand anthropomorphism dalam membentuk resistance to negative information, repurchase intention, dan brand defense.

.....The trend of bubble tea consumption is rapidly expanding in Indonesia, leading to intensified competition among brands. The objective of this research is to analyze the impact of anthropomorphic elements in bubble tea brands on the formation of three crucial aspects: resistance to negative information, repurchase intention, and brand defense, mediated by brand trust and brand love. The respondents for this study consisted of 400 individuals analyzed through Structural Equation Modeling (SEM). The research findings reveal that brand anthropomorphism exerts a positive influence on the formation of the targeted variables and also on the mediating variables. This study contributes to enhancing knowledge regarding the utilization of brand anthropomorphism in shaping resistance to negative information, repurchase intention, and brand defense.