

Pengaruh Rebranding dan Positive Social E-WOM terhadap Brand Attitude dan Purchase Intention pada Industri Food and Beverage di Indonesia = The Impact of Rebranding and Positive Social E-WOM towards Brand Attitude and Purchase Intention in the Food and Beverage Industry in Indonesia

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Abstrak

Penelitian ini dilakukan untuk menguji pengaruh yang dimiliki dari pelaku di industri food and beverage yang melakukan perubahan konsep atau rebranding pada berbagai aspek yang ada serta E-WOM yang ada pada media sosial terkait restoran atau kafe rebranding terhadap sikap merek dan minat beli dari konsumen. Penelitian ini dilakukan dengan metode survey dengan membagikan kuesioner yang ditujukan kepada Generasi Z yang berdomisili di provinsi DKI Jakarta sebagai responden. Pengambilan sampel dalam penelitian ini menggunakan purposive sampling dengan jumlah sampel tetap yang digunakan berjumlah 312 orang. Penelitian ini menggunakan metode penelitian kuantitatif dengan desain penelitian konklusif yang menggunakan jenis penelitian deskriptif dengan data single-cross sectional. Data yang diperoleh dalam penelitian ini dianalisa dengan Covariance Based Structural Equation Model (CB-SEM) menggunakan aplikasi AMOS versi 26. Penelitian ini dilakukan menggunakan empat variabel, yaitu variabel rebranding dengan tiga dimensi rebranding, yaitu redesign, repositioning, dan relaunching, variabel positive social E-WOM, variabel brand attitude, dan variabel purchase intention. Penelitian ini menghasilkan temuan rebranding dan positive social E-WOM berpengaruh positif terhadap brand attitude, brand attitude berpengaruh positif terhadap purchase intention, dan brand attitude memediasi positif rebranding dan positive social E-WOM terhadap purchase intention pada industri food and beverage di Indonesia.

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This research is conducted to examine the influence that actors in the food and beverage industry have on changing concepts or rebranding on various existing aspects as well as E-WOM on social media related to rebranding restaurants or cafes on brand attitudes and consumer purchase intention. This research was conducted using a survey method by distributing questionnaires aimed at Generation Z who live in DKI Jakarta province as respondents. Sampling in this research is using purposive sampling with a fixed sample size of 312 people. This research used quantitative research methods with a conclusive research design that used descriptive research with single-cross sectional data. The data obtained in this research were analysed using the Covariance Based Structural Equation Model (CB-SEM) using the AMOS application version 26. This research was conducted using four variables, namely the rebranding variable with three dimensions of rebranding, namely redesign, repositioning and relaunching, the positive social E-WOM variable, brand attitude variable, and purchase intention variable. This research finds that rebranding and positive social E-WOM have a positive effect on brand attitude, brand attitude has a positive effect on purchase intention, and brand attitude positively mediates rebranding and positive social E-WOM on purchase intention in the food and beverage industry in Indonesia.