

Pengaruh Self-Image Congruence, Product Quality dan Image Fit Terhadap Purchase Intention Melalui Mediasi Brand Attachment, Product Category Involvement dan Attitude Terhadap Co-Branding : Studi Generasi Z dan Milenial di Jabodetabek Terhadap Co-Branding = The Influence of Self-Image Congruence, Product Quality and Image Fit on Purchase Intention Through the Mediation of Brand Attachment, Product Category Involvement and Attitudes towards Co-branding: A Study of Generation Z and Millennials in Jabodetabek

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Abstrak

Co-branding sebagai salah satu strategi pemasaran dilakukan oleh pemasar merek untuk bersaing dengan merek lainnya. Studi ini menguji keberadaan mediator dalam hubungan self-image congruence, product quality dan image fit, terhadap purchase intention, yaitu melalui brand attachment, product category involvement dan attitude towards co-branding product. Untuk menguji enam hipotesis dilakukan pengumpulan data dari 220 responden yang dipilih berdasarkan metode purposive sampling. Adapun responden dalam penelitian ini adalah konsumen generasi milenial dan generasi Z yang mengetahui merek Somethinc dan Kopi Kenangan. Melalui teknik Structural Equation Modelling (SEM) ditemukan bahwa tiga hipotesis didukung dalam penelitian ini dan menunjukkan bahwa efek mediasi memberikan pengaruh signifikan terhadap niat beli konsumen terhadap produk co-branding industri kecantikan. Melalui penelitian ini, marketer dapat meningkatkan kesesuaian citra diri konsumen dengan merek, kesesuaian merek yang berkolaborasi dan kualitas produk dalam praktik co-branding sehingga niat beli konsumen dapat meningkat dengan signifikan.

.....Co-branding is one of the marketing strategies carried out by brand marketers to compete with other brands. This study proves the existence of mediators in the relationship between self-image congruence, product quality and image fit on purchase intention, through brand attachment, product category involvement and attitudes towards co-branding product. To examine the six hypotheses, data were collected from 220 respondents selected based on the purposive sampling method. The respondents in this study were millennial and generation Z consumers who knew the Somethinc and Kopi Kenangan. Through the Structural Equation Modeling (SEM) technique, it was found that three hypotheses were supported in this study and showed that the mediation effect had a significant influence on consumer purchase intention towards co-branding products in the beauty industry. Through this study, marketers can improve the congruity of consumer self-image with the brand, the suitability of collaborating brands and product quality in co-branding so that consumer purchase intention can increase significantly.