

Analisis Self-Congruity dan Perceived Congruence terhadap Brand Equity dengan Mediator Brand Identification dan Brand Credibility = Analysis of Self-Congruity and Perceived Congruence on Brand Equity with Brand Identification and Brand Credibility as Mediators

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Abstrak

Penelitian ini menganalisis pengaruh Self-Congruity dan Perceived Congruence terhadap Brand Equity Kopi Nako Daur Baur Bogor, dimediasi oleh Brand Identification dan Brand Credibility. Penelitian kuantitatif ini menggunakan metode survei dengan skala likert tujuh poin yang disebarakan kepada 107 responden berusia 13-44 tahun yang berdomisili di Jabodetabek dan pernah mengunjungi outlet Kopi Nako Daur Baur Bogor. Analisis dilakukan menggunakan PLS-SEM. Hasil menunjukkan bahwa Self-Congruity dan Perceived Congruence masing-masing memiliki pengaruh kecil kepada Brand Equity secara langsung dan berpengaruh besar melalui mediator Brand Identification dan Brand Credibility (nilai T-statistics > 1.976 dan p-value < 0.05). Temuan ini menegaskan bahwa konsep ramah lingkungan pada coffee shop dapat meningkatkan Brand Equity melalui variabel Self-Congruity dan Perceived Congruence yang dimediasi oleh Brand Identification dan Brand Credibility.

.....This study analyzes the influence of Self-Congruity and Perceived Congruence on the Brand Equity of Kopi Nako Daur Baur Bogor, mediated by Brand Identification and Brand Credibility. This quantitative research employed a survey method using a seven-point Likert scale, distributed to 107 respondents aged 13–44 years who reside in the Greater Jakarta area (Jabodetabek) and have visited the Kopi Nako Daur Baur Bogor outlet. The analysis was conducted using PLS-SEM. The results show that both Self-Congruity and Perceived Congruence have a small direct effect on Brand Equity but a significant indirect effect through the mediators Brand Identification and Brand Credibility (T-statistics > 1.976 and p-value < 0.05). These findings highlight that the environmentally friendly concept of the coffee shop can enhance Brand Equity through Self-Congruity and Perceived Congruence mediated by Brand Identification and Brand Credibility.