

Analisis pengaruh consumer brand identification terhadap loyalitas dan advokasi merek studi kasus konsumen Hypermarket di Jakarta, Bogor, Depok, Tangerang dan Bekasi = The analysis of impact of consumer brand identification toward brand loyalty and brand advocacy case study Hypermart customers in Jakarta, Bogor, Depok, Tangerang and Bekasi

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk menganalisis variabel pendahulu yang mempengaruhi identifikasi merek oleh konsumen dan menganalisis dampak dari identifikasi merek oleh konsumen tersebut terhadap loyalitas dan advokasi merek. Penelitian ini membuktikan bahwa dari lima variabel yang mempengaruhi identifikasi merek oleh konsumen terdapat empat variabel yang mempengaruhinya yaitu perbedaan merek, prestise merek, manfaat sosial yang diperoleh dari merek dan pengalaman yang mengesankan dengan merek. Penelitian juga membuktikan bahwa kemiripan atribut diri konsumen dengan merek tidak mempengaruhi identifikasi merek oleh konsumen. Terakhir, identifikasi merek oleh konsumen terbukti mempengaruhi loyalitas konsumen terhadap merek dan advokasi konsumen terhadap merek.

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ABSTRACT

This study aims to analyze the antecedent variables and its impact on consumer brand identification and to analyze the impact of consumer brand identification toward brand loyalty and brand advocacy. The result of this study show only four variables that have contributions toward consumer brand identification. These are brand distinctiveness, brand prestige, brand social benefit, memorable brand experiences. However, brand self similarity has no contributions toward consumer brand identification. In addition, results showed that consumer brand identification had a great contribution to brand loyalty and brand advocacy., This study aims to analyze the antecedent variables and its impact on consumer brand identification and to analyze the impact of consumer brand identification toward brand loyalty and brand advocacy. The result of this study show only four variables that have contributions toward consumer brand identification. These are brand distinctiveness, brand prestige, brand social benefit, memorable brand experiences. However, brand self similarity has no contributions toward consumer brand identification. In addition, results showed that consumer brand identification had a great contribution to brand loyalty and brand advocacy.]