

Pengaruh citra merek, pengetahuan produk dan keterlibatan produk terhadap repurchase intention (studi pada motor Bajaj, Honda, Kanzen dan Kymco)

Yohanes Parningotan Rusdianto, author

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Abstrak

These research empirically examined the effect of brand image, product knowledge, and product involvement on repurchase intention from the owner of Bajaj, Honda, Kanzen and Kymc. Therefore these study was conducted to observe the influence of brand image, product knowledge, product involvement on the decided of repurchasing motorcycle and also to observe the differences between Bajaj, Honda, Kanzen and Kymco. The research method the researcher used was the descriptive method with the objective was to try to find an understanding about the effect of positive word of mouth received on buyers purchase intention. The data was collected by surveying 120 respondent whohave motorcycle like Bajaj, Honda, Kanzen and Kymco. Data were obtained and conducted by an analysis by using regression analysis.

The findings of this study contribute to the previous research on the effect of brand image, produk knowledge and product involvement on repurchase intention and provide further insight into understanding consumer behavior. Results demonstrated that brand image, produk knowledge and product involvement give an affect to consumers perceptions and their desires to repurchase. And in the result was obtained the difference between Bajaj, Honda, Kanzen and Kymco.