

Pengaruh persepsi kepribadian merek terhadap preferensi merek, sikap loyalitas merek, dan perilaku word-of-mouth : studi kasus Restoran Pizza Hut = The effects of brand personality perceptions toward brand preference, attitudinal brand loyalty, and word-of-mouth behavior : case study Pizza Hut Restaurant

Audrie Diandra Satvika, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20331288&lokasi=lokal>

Abstrak

Penelitian ini berfokus pada pengaruh persepsi kepribadian merek terhadap preferensi merek, sikap loyalitas merek, dan perilaku word-of-mouth pada restoran Pizza Hut. Penelitian ini melibatkan 210 responden yang meliputi wilayah Jakarta, Bogor, Depok, Tangerang, dan Bekasi. Pengolahan data dalam penelitian ini menggunakan Structural Equation Modeling dengan program Lisrel 8.51.

Hasil penelitian ini menunjukkan bahwa persepsi kepribadian merek pada Pizza Hut yang diukur melalui lima dimensi kepribadian merek, yakni sincerity, excitement, competence, sophistication, dan ruggedness, memiliki pengaruh yang positif terhadap preferensi merek, sikap loyalitas merek, serta perilaku word-of-mouth.

Penelitian ini menunjukkan bahwa semakin baik persepsi konsumen terhadap kepribadian merek Pizza Hut, maka semakin konsumen memilih Pizza Hut sebagai merek pilihan mereka serta bersikap setia, dan pada akhirnya konsumen cenderung untuk merekomendasikan dan menyampaikan hal-hal yang positif tentang merek Pizza Hut.

.....This research is focused on the effects of brand personality perceptions toward brand preference, attitudinal brand loyalty, and word-of-mouth behavior at Pizza Hut restaurant. The study involved 210 respondents covering Jakarta, Bogor, Depok, Tangerang, and Bekasi. Data processing in this study uses Structural Equation Modeling with LISREL program 8.51.

The results of this study indicate that the perception of the brand personality at Pizza Hut as measured by the five dimensions of brand personality, that is sincerity, excitement, competence, sophistication and ruggedness, has a positive influence on brand preference, attitudinal brand loyalty, and word-of-mouth behavior.

This study shows that the better the consumer perceptions of Pizza Hut brand personality, the more consumers choose Pizza Hut as their preferred brand and be loyal, and ultimately consumers tend to recommend and deliver positive information about Pizza Hut.