

Analisis pengaruh sumber-sumber online brand equity terhadap repurchase intention : studi kasus pada cotton ink = Analysis the effect of sources of online brand equity to repurchase intention : a case study of cotton ink

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20332183&lokasi=lokal>

Abstrak

Internet dan telepon selular, dalam dua dekade terakhir sangat mempengaruhi kehidupan sosial masyarakat. Industri pakaian adalah salah satu industri yang mempunyai banyak peminat di Indonesia, dan kini mulai tumbuh bisnis pakaian online. Berbagai merek-merek lokal dalam fashion industry Indonesia pun bermunculan, mulai dari Nikicio, Cotton Ink, Peter Says Denim, Up, Monday to Sunday, Pop Meets Pop, Tru, DAMN! I Love Indonesia dan masih banyak lagi. Namun ketidakmampuan untuk memeriksa secara fisik produk ketika belanja online meningkatkan persepsi resiko yang terkait dengan belanja online. Karena itu para pengusaha online, khususnya di bidang pakaian, sangat peduli terhadap bagaimana membangun ekuitas merek yang tinggi agar pelanggan dapat loyal dan melakukan repurchase intention.

Dalam penelitian ini, penulis mengambil studi kasus salah satu online brand lokal yaitu, Cotton Ink. Kemudian penelitian ini melibatkan 269 responden yang pernah berbelanja produk Cotton Ink di website www.cottonink-shop.com. Penelitian ini menggunakan metode kuantitatif, dan berjenis eksploratori dan kausal-eksplanatori. Pengambilan sampel dilakukan dengan metode non-probability sampling dan judgemental sampling. Model penelitian dengan empat belas hipotesis dalam penelitian akan diuji dengan menggunakan Structural Equation Modeling (SEM). Hasil penelitian ini menunjukkan bahwa terdapat hubungan signifikan dan positif antara ekuitas merek (brand equity) dengan niat pembelian kembali (repurchase intention).

.....Internet and mobile phones, in the last two decades greatly affect the social life of the community. Clothing industry is one industry that has many enthusiasts in Indonesia, and has now started growing, online clothing business. Various local brands in the fashion industry Indonesia also appear, from Nikicio, Cotton Ink, Peter Says Denim, Up, Monday to Sunday, Pop Meets Pop, Tru, DAMN! I Love Indonesia and many more. However, the inability to physically examine the products when shopping online increases the perception of risk associated with online shopping. Therefore online entrepreneurs, especially in the areas of clothing, very concerned about how to build high brand equity so that customers are loyal and do repurchase intention.

In this study, the authors studied the case of one local brand online named, Cotton Ink. This study included 269 respondents who had shopped at Cotton Ink's website, www.cottonink-shop.com. This study used quantitative methods, and the type is exploratory and causal-explanatory. Sampling was done by a non-probability sampling and judgmental sampling. A research model with fourteen hypothesis in this study will be tested using Structural Equation Modeling (SEM). The results of this study indicate that there are significant and positive relationship between brand equity (brand equity) with the intention to repurchase (repurchase intention).