

## Pengaruh brand association terhadap consumer response (Studi kasus Apple iphone) = The influence of brand association towards consumer response (Case study Apple iphone).

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### Abstrak

**ABSTRAK**

Tujuan penelitian ini adalah untuk menganalisis bagaimana pengaruh brand associations terhadap consumer response produk Apple iPhone. Pendekatan ini menggunakan pendekatan kuantitatif. Pendekatan kuantitatif menggunakan sampel sebanyak 100 pengguna Apple iPhone di wilayah Jakarta dan Yogyakarta dengan nonprobability sampling serta teknik convenience sampling. Instrumen penelitian kuantitatif menggunakan kuesioner yang dianalisis menggunakan Structural Equation Modelling (SEM). Hasil penelitian kuantitatif menunjukkan bahwa brand association atribut guarantee dan personal identification memiliki pengaruh yang signifikan dan positif terhadap consumer response atribut brand extension, recommendation, serta price premium. Sedangkan, brand associations atribut social identification dan status berpengaruh signifikan dan positif terhadap consumer response, atribut brand extension, serta price premium, namun tidak memiliki pengaruh signifikan terhadap recommendation.

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**ABSTRACT**

The objective of this research is to analyze how the influence of brand associations towards consumer response of Apple iPhone. This research applied quantitative approach. Quantitative approach used 100 users of Apple iPhone in Jakarta and Yogyakarta, collected using nonprobability sampling and convenience sampling technique. Quantitative research instrument used questionnaire and analyzed using Structural Equation Modelling (SEM). The result of quantitative research shows that guarantee and personal identification from brand associations attributes has a significant and positive influence towards all consumer response attributes, which is brand extension, recommendation, and the price premium. Meanwhile, social identification and status from brand associations attributes has significant and positive influence on brand extension as well as a premium price, but does not have a significant influence on recommendation.