

Menguji kecenderungan market mavenism pada konsumen tablet PC di Indonesia studi kasus: konsumen Apple Ipad = Examine the market mavenism tendency on tablet PC consumers in Indonesia case: study Apple Ipad consumers

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Abstrak

Penelitian ini bertujuan untuk mengetahui variabel yang berpengaruh signifikan dalam kerangka model Brand Engagement Attractiveness dan Status Consumption terhadap Market Mavenism Tendency Penelitian menggunakan desain penelitian eksploratif dan deskriptif yang dilakukan dalam satu kali periode cross sectional design Peneliti menggunakan sampel 150 responden melalui metode nonprobability sampling yakni convenience sampling Metode analisis data yang digunakan adalah uji reliabilitas validitas dan analisis model struktural Lisrel 8 5 digunakan sebagai alat bantu penelitian Hasil penelitian ini menunjukkan bahwa Brand engagement attractiveness memiliki pengaruh positif terhadap Market mavenism Terdapat pula hubungan yang positif antara market mavenism terhadap Mobile phone involvement dan clothing involvement.

.....The purpose of this research is understanding the variables that are significantly influencing The Market Mavenism Tendency This research use exploratory and descriptive design research conducted one time in one period cross sectional design Researcher uses sample of 150 respondents using non probability sampling method focus on convenience sampling Data Analysis methods used are reliability test validity and this research show that Brand Engagement and Attractiveness significantly influencing Market Mavenism Tendency but not Status Consumption The Market Mavenism Tendency significantly influencing product category involvement such as mobile phone involvement and clothing involvement.