

Peranan brand logo terhadap customer's brand commitment: Studi kasus pada Toyota, Honda, Panasonic, dan Samsung di Indonesia = The role of brand logos in customer's brand commitment: Study case Toyota, Honda, Panasonic, and Samsung in Indonesia

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Abstrak

Penelitian ini menganalisis secara komprehensif mengenai penerapan peranan logo merek terhadap komitmen customer terhadap suatu merek pada Toyota, Honda, Panasonic, dan Samsung di Indonesia. Dengan menggunakan metode SEM, penelitian ini menemukan bahwa brand logo dapat memiliki peranan terhadap customer's brand commitment melalui dua cara yaitu dengan dimediasi dengan brand logo benefits/identification dan dengan memasukkan efek moderasi dari brand extension.

.....A study about the role of brand logo on Apple iPhone 4s adoption intention in Indonesia which includes the mediating role of brand logo benefits/identification and the moderating effect of brand extension. Using SEM to process the data, the research found that social influence influences adoption intention through two ways. The first one is by the mediation of brand logo benefits/identification and the second one is by including the effect of moderating variables of brand extension.