

Analisis pengaruh dual credibility model : endorser dan corporate credibility terhadap attitudes, purchase intention, dan purchase action : studi kasus Titi Rajo Bintang pada Mirai Ocha = Analysis of the influence of dual credibility model endorser and corporate credibility on attitudes, purchase intention, and purchase action : case study Titi Rajo Bintang on Mirai Ocha

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Abstrak

ABSTRAK

Tesis ini membahas pengaruh dual credibility model (endorser dan corporate credibility) yang mempengaruhi sikap konsumen dan minat dan pembelian produk. Kasus yang diteliti adalah pengaruh PT. Suntory Garuda Beverage dan Titi Rajo Bintang pada minuman Mirai Ocha. Penelitian ini adalah penelitian eksplanatif dengan menggunakan hasil survei pada 285 responden. Dengan menggunakan Linear Regression, dihasilkan bahwa Endorser Credibility tidak berpengaruh pada Attitude toward Ad, sedangkan Corporate Credibility berpengaruh pada Attitude toward Ad, Attitude toward Brand, Purchase Intention, dan Purchase Action. Sementara itu, Attitude toward ad mempengaruhi Attitude toward Brand, Purchase Intention, dan Purchase Action.

ABSTRACT

This thesis discusses the influence of dual credibility model (endorser and corporate credibility) on the attitudes, purchase intention and action. 285 respondents assessed the credibility of PT. Suntory Garuda Beverage and endorser Titi Rajo Bintang, their attitudes toward the ad and brand, intention and action in purchasing the product. It is an explanative research with Linear Regression. There is no influence between endorser credibility and attitude toward ad. There is an influence of corporate credibility on attitudes, purchase intention and action. There is an influence of attitude toward ad on attitude toward brand, purchase intention and action.