

Analisis pengaruh brand identity brand image dan internet use terhadap brand preference pada merek online dan merek offline = Relationships among brand identity brand image and brand preferences differences between cyber brands and extension retail brands over time

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Abstrak

Tujuan utama skripsi ini adalah untuk mengetahui pengaruh Pengaruh Brand Identity, Brand Image, dan Internet Use terhadap Brand Preference pada Brand Online dan Brand Offline. Retail Brand online yang akan diteliti adalah Zalora, Helmedroom dan Asos, sedangkan retail brand offline ialah Centro Departmen Store, Disctarra, dan Metro Departmen Store. Penelitian ini menggunakan desain penelitian eksploratif dan deskriptif yang dilakukan satu kali dalam satu periode. Responden penelitian ini berjumlah 150 orang yang pernah belanja online dan offline. Model penelitian dengan enam hipotesis diuji menggunakan Structural Equation Modelling (SEM). Hasil dari penelitian ini menyimpulkan bahwa brand identity, brand image dan internet use mempengaruhi brand preference. Tetapi setelah di moderasi, brand type memoderasi brand identity terhadap brand image, namun brand type tidak memoderasi hubungan brand image dengan brand preference dan internet use dengan brand preference.

.....The purpose of this study is to identify the impact and relation from brand identity to brand image, then brand image toward brand preference, and internet use toward brand preference, and there is brand type as moderator variable. This research uses exploratory and descriptive design research conducted in one time period (cross sectional design). Respondents of this study are 150 people who have been shopping by online and offline. The six-hypotheses research model in this study are tested with Structural Equation Modeling (SEM). The results finds that almost all variables have a significant and positive relationship before we put moderator variable. After we put moderator variable, we find that brand type moderating brand identity toward brand image, but brand type not moderating brand image toward brand preference, and also internet use toward brand preference.