

Pengaruh brand image tupperware terhadap repurchase: studi pada konsumen wanita di Tupperware party = The influence of tupperware brand image on repurchase intention: study on women consumers in Tupperware party

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Abstrak

Tupperware merupakan merek plastic container yang beredar di Indonesia sejak 1991. Tupperware berusaha membentuk citra mereknya sebagai plastic container berkualitas yang cocok dengan wanita modern yang praktis. Penelitian ini bertujuan untuk mengetahui pengaruh brand image Tupperware terhadap repurchase intention. Penelitian ini mengukur brand image dengan konsep yang dikemukakan Michael Korchia (1999) dan konsep repurchase intention yang dikemukakan oleh Zeithaml (1996). Menggunakan metode kuantitatif dan teknik pengambilan sampel purposive. Sampel yang diambil sebanyak 100 responden wanita yang datang ke Tupperware Party dengan analisa eksplanatif dan regresi linier sederhana. Hasil penelitian membuktikan brand image Tupperware memiliki pengaruh positif yang signifikan terhadap repurchase intention.

.....Tupperware is a brand of plastic containers that has been in Indonesia since 1991. Tupperware tries to establish their brand image as a quality plastic container that suites with practical modern woman. This research was intended to observe the influence of Tupperware brand image on repurchase intention. This study measures brand image with the concept presented by Michael Korchia (1999) and repurchase intention with the concept presented by Zeithaml (1996). Used quantitative methods and purposive sampling technique by distributed questioners to 100 women who came to the Tupperware Party with explanatory analysis and simple linear regression. This research proved that Tupperware brand image has a significant positive effect on repurchase intention.