

## Analisis hubungan aliansi merek lintas negara terhadap sikap konsumen terhadap aliansi merek = Analysis of the effect of cross border brand alliances on attitude toward brand alliance

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### Abstrak

[<b>ABSTRAK</b><br>

Umumnya, perusahaan yang berasal dari negara China dipersepsikan oleh konsumen sebagai perusahaan yang kurang kreatif dalam pengembangan produkproduknya.

Salah satu usaha untuk mengubah persepsi konsumen tersebut adalah dengan melakukan aliansi lintas negara. Untuk itu, penelitian dilakukan guna mengetahui bagaimana hubungan aliansi lintas negara terhadap sikap konsumen terhadap merek perusahaan yang berasal dari China. Penelitian dilakukan dengan melibatkan 170 responden. Dalam penelitian ini digunakan lima buah variabel, yaitu attitude, brand fit, product fit dan country of origin fit.

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Generally, companies from China are perceived by consumers as less creative in the development of its products. One attempt to change the perception of the consumer is to do a cross-country alliances. To that end, research was conducted to determine the influence of trans-national alliances against consumer attitude of the company that comes from China. The study was conducted involving 170 respondents. This study used five variables, namely attitude, brand fit, product fit, and country of origin fit.;Generally, companies from China are perceived by consumers as less creative in the development of its products. One attempt to change the perception of the consumer is to do a cross-country alliances. To that end, research was conducted to determine the influence of trans-national alliances against consumer attitude of the company that comes from China. The study was conducted involving 170 respondents. This study used five variables, namely attitude, brand fit, product fit, and country of origin fit., Generally, companies from China are perceived by consumers as less creative in the development of its products. One attempt to change the perception of the consumer is to do a cross-country alliances. To that end, research was conducted to determine the influence of trans-national alliances against consumer attitude of the company that comes from China. The study was conducted involving 170 respondents. This study used five variables, namely attitude, brand fit, product fit, and country of origin fit.]