

Identifikasi model pengukuran brand personality dan customer trust pada ritel farmasi apotek = Measurement model identification of brand personality and customer trust in retail pharmacies

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Abstrak

[ABSTRAK

Penelitian ini berusaha mengidentifikasi model pengukuran dari brand personality dan customer trust yang terdapat pada ritel farmasi atau apotek yang berada di wilayah Jakarta dan sekitarnya, dengan menggunakan metode Structural Equation Model (SEM) yang diolah dengan program LISREL 8.7. Dari 2 kelompok tipe apotek, yaitu apotek independen dan apotek jaringan, dilakukan penelitian lebih lanjut mengenai pengaruh dimensi sincerity, excitement, competence, sophistication dan ruggedness terhadap customer trust menggunakan analisa Partial Least Square (PLS). Hasil dari penelitian ini membuktikan bahwa 5 dimensi brand personality dan 3 dimensi customer trust merupakan indikator dari brand personality dan customer trust pada ritel farmasi (apotek). Selain itu penelitian ini juga membuktikan bahwa brand personality dapat mempengaruhi customer trust. Untuk apotek independen, dimensi sincerity, excitement, competence, dan sophistication adalah dimensi-dimensi yang signifikan mempengaruhi customer trust. Sedangkan untuk apotek jaringan, dimensi excitement dan competence adalah dimensi-dimensi yang signifikan mempengaruhi customer trust. Hasil dari penelitian ini dapat digunakan oleh apotek untuk menciptakan brand personality yang berbeda dibandingkan dengan pesaing, sehingga dapat meningkatkan customer trust dan membangun long-time relationship dengan pelanggan.

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ABSTRACT

This study sought to identify the measurement model of brand personality and customer trusts contained in the retail pharmacy located in Jakarta and surrounding areas, by using a structural equation model (SEM). For 2 type group of pharmacies, independent pharmacies and network pharmacies, further research conducted to find the influence of sincerity, excitement, competence, sophistication and ruggedness of the customer trusts using Partial Least Square (PLS) analysis. The results of this study demonstrate that the 5-dimensional and 3-dimensional brand personality customer trust is an indicator of brand personality and customer trust in the retail pharmacy (pharmacies). In addition, this study also proves that the brand personality can affect customer trust. For independent pharmacies, the dimensions of sincerity, excitement, competence, and sophistication are significant

dimensions that affect customer trust. As for the network pharmacy, excitement and competence dimensions are dimensions that significantly affect customer trust.. The results of this study can be used by the pharmacy to create a brand personality that is different among the competitors, so as to increase customer trust and build a long-time relationship with customers; This study sought to identify the measurement model of brand personality and customer trusts contained in the retail pharmacy located in Jakarta and surrounding areas, by using a structural equation model (SEM). For 2 type group of pharmacies, independent pharmacies and network pharmacies, further research conducted to find the influence of sincerity, excitement, competence, sophistication and ruggedness of the customer trusts using Partial Least Square (PLS) analysis. The results of this study demonstrate that the 5-dimensional and 3-dimensional brand personality customer trust is an indicator of brand personality and customer trust in the retail pharmacy (pharmacies). In addition, this study also proves that the brand personality can affect customer trust. For independent pharmacies, the dimensions of sincerity, excitement, competence, and sophistication are significant dimensions that affect customer trust. As for the network pharmacy, excitement and competence dimensions are dimensions that significantly affect customer trust.. The results of this study can be used by the pharmacy to create a brand personality that is different among the competitors, so as to increase customer trust and build a long-time relationship with customers, This study sought to identify the measurement model of brand personality and customer trusts contained in the retail pharmacy located in Jakarta and surrounding areas, by using a structural equation model (SEM). For 2 type group of pharmacies, independent pharmacies and network pharmacies, further research conducted to find the influence of sincerity, excitement, competence, sophistication and ruggedness of the customer trusts using Partial Least Square (PLS) analysis. The results of this study demonstrate that the 5-dimensional and 3-dimensional brand personality customer trust is an indicator of brand personality and customer trust in the retail pharmacy (pharmacies). In addition, this study also proves that the brand personality can affect customer trust. For independent pharmacies, the dimensions of sincerity, excitement, competence, and sophistication are significant dimensions that affect customer trust. As for the network pharmacy, excitement and competence dimensions are dimensions that significantly affect customer trust.. The results of this study can be used by the pharmacy to create a brand personality that is different among the competitors, so as to increase customer trust and build a long-time relationship with customers]