

Pengaruh ekuitas merek terhadap perilaku pembelian (Kasus SPBU Shell) = The effect of brand equity towards behavioral outcome (Case study SPBU Shell)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh ekuitas merek terhadap perilaku pembelian. Merek yang diteliti adalah merek SPBU Shell. Penelitian ini menggunakan descriptive research design dengan metode survey yaitu yang dilakukan terhadap kosumen SPBU Shell. Hasil penelitian ini menunjukkan bahwa brand awareness mempengaruhi brand image SPBU Shell dan mempengaruhi konsumen dalam intention to future purchase. Brand awareness tidak mempengaruhi brand satisfaction dan brand trust SPBU Shell serta tidak mempengaruhi konsumen dalam current purchase. Brand image mempengaruhi brand satisfaction dan brand trust SPBU Shell. Brand image SPBU Shell juga mempengaruhi konsumen dalam current purchase dan intention to future purchase. Brand satisfaction tidak mempengaruhi brand attachment SPBU Shell. Tetapi brand trust mempengaruhi brand attachment SPBU Shell. Brand attachment SPBU Shell mempengaruhi current purchase dan intention to future purchase. Current purchase yang dilakukan oleh konsumen SPBU Shell berpengaruh terhadap intention to future purchase.

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This study aims to determine the effect of brand equity to Behavioral outcome. A case study of SPBU Shell. The research is implementing descriptive research design using survey method which used to SPBU Shell customers. The results of this research shows that brand awareness has a positive effect on brand image SPBU Shell and intention to future purchase. Brand awareness has not a positive effect on brand satisfaction and brand trust SPBU Shell and current purchase. Brand image has a positive effect on brand satisfaction and brand trust SPBU Shell and has a positive effect on current purchase and intention to future purchase. Brand satisfaction has not a positive effect on brand attachment SPBU Shell. But Brand trust has a positive effect on brand attachment SPBU Shell. Brand attachment has a positive effect on current purchase and intention to future purchase. Current purchase made by SPBU Shell's customer will have a positive effect on intention to future purchase.