

Analisis pengaruh citra perusahaan induk citra perusahaan cabang di negara lain dan perceived consumer image terhadap pemilihan produk oleh konsumen studi kasus majalah cosmopolitan = Analysis of firm s home business unit image firm s foreign business unit image and perceived consumer image effect towards consumer s product choices the case of cosmopolitan magazine / Fransisca Erine Rahmanita

Fransisca Erine Rahmanita, author

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Abstrak

[ABSTRAK

Skripsi ini membahas tentang pengaruh citra perusahaan induk, citra perusahaan cabang di negara lain, dan perceived consumer image dari majalah Cosmopolitan terhadap pemilihan produk yang dilakukan oleh konsumen. Di dalam variabel citra perusahaan induk, citra perusahaan cabang di negara lain, dan perceived consumer image terdapat indikator-indikator yang berujung pada pemilihan produk majalah Cosmopolitan oleh konsumen. Penelitian ini menghasilkan kesimpulan bahwa citra perusahaan induk dan citra perusahaan cabang di negara lain tidak berpengaruh secara langsung dalam pemilihan produk yang dilakukan oleh konsumen, namun perceived consumer image merupakan faktor yang berpengaruh secara signifikan pada pemilihan produk oleh konsumen. Pada penelitian ini juga terdapat implikasi manajerial serta saran bagi penelitian selanjutnya.;

This study discusses the influence of firm?s home business unit image, firm?s foreign business unit image, and perceived consumer image of Cosmopolitan magazine for consumer?s product choices. In the firm?s home business unit image, firm?s foreign business unit image, and perceived consumer image variables, there are indicators that led to the consumer?s product choices on Cosmopolitan magazine. This research resulted in the conclusion that the firm?s home business unit image and firm?s foreign business unit image have no direct influence in the consumer?s product choices, but perceived consumer image is a factor which significantly influence the consumer?s product choices. In this study, there are also managerial implications and suggestions for further research.;

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