

## Peran brand exposure dan brand experience terhadap brand recall: studi kasus Wardah = The role of brand exposure and experience on brand recall: case study Wardah

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### Abstrak

Skripsi ini membahas tentang peran brand exposure dan brand experience merek Wardah terhadap brand recall. Lebih lanjut lagi, skripsi ini membahas pengaruh terhadap brand recall yang ditimbulkan oleh perceived brand image, self-image congruence dan brand trust. Penelitian ini menggunakan desain penelitian deskriptif konklusif dan single-cross sectional. Kuesioner disebar kepada responden yang pernah membeli dan menggunakan Wardah di Indonesia sejumlah 260 responden yang diambil menggunakan metode convenience sampling.

Penelitian ini menghasilkan kesimpulan bahwa brand exposure dan brand experience berpengaruh secara signifikan pada perceived brand image, self-image congruence dan brand trust, dan brand recall dipengaruhi secara signifikan oleh self-image congruence dan brand trust, namun tidak dipengaruhi secara signifikan oleh perceived brand image. Pada penelitian ini juga terdapat implikasi manajerial serta saran untuk penelitian selanjutnya.

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This study discusses the role of brand exposure and brand experience of Wardah brand to brand recall. Furthermore, this study discusses the influence on brand recall posed by the perceived brand image, self-image congruence and brand trust. This research uses descriptive conclusive research design with single-cross sectional method. Questionnaires were distributed to 240 respondents who bought and used Wardah in Indonesia using a convenience sampling method.

This research resulted in the conclusion that brand exposure and brand experience has significant influence on perceived brand image, self-image congruence and brand trust, and brand recall is significantly influenced by the self-image congruence and brand trust, but not significantly influenced by the perceived brand image. In this study, there is also a managerial implications and suggestions for further research.