

Model attachment-aversion pada hubungan konsumen dengan merek : studi kasus produk perawatan rambut merek L'oreal paris = Attachment-aversion model of customer brand relationships : study case of hair care products of l'oreal paris / Anissa Rahmanty Putri

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Abstrak

[Penelitian ini bertujuan untuk menganalisis hubungan antara konsumen wanita dengan produk perawatan rambut merek L'Oréal Paris melalui model Attachment-aversion (AA) Relationships. Analisis hubungan dilakukan melalui pengujian pengaruh antara variabel 3E yaitu Enriching/impoverishing The Self, Enticing/annoying The Self, dan Enabling/disabling The Self terhadap model hubungan AA Relationships dengan metode Structural Equation Modelling (SEM) menggunakan program software LISREL 8.51. Hasil penelitian menunjukkan bahwa 2 dari 3 variabel 3E yaitu Enriching/impoverishing The Self dan Enabling/disabling The Self berpengaruh secara positif terhadap model hubungan AA Relationships. Lebih lanjut lagi, model hubungan AA Relationships juga berpengaruh secara positif terhadap kekuatan motivasional konsumen wanita dengan merek L'Oréal Paris.; This research is aimed to analyze the brand-customer relationships between women customers and hair care products of L'Oréal Paris by using Attachment-aversion (AA) Relationships model. The relationships analysis is done by testing the effect of the 3E's variables which are Enriching/impoverishing The Self, Enticing/annoying The Self, dan Enabling/disabling The Self towards the AA Relationships model with using the LISREL 8.51 software. The result of this research is that the 3E's variables have direct positive effect towards the AA Relationships model. Moreover, the the AA Relationships model also have direct positive effect towards motivational strength of women consumers of L'Oréal Paris., This research is aimed to analyze the brand-customer relationships between women customers and hair care products of L'Oréal Paris by using Attachment-aversion (AA) Relationships model. The relationships analysis is done by testing the effect of the 3E's variables which are Enriching/impoverishing The Self, Enticing/annoying The Self, dan Enabling/disabling The Self towards the AA Relationships model with using the LISREL 8.51 software. The result of this research is that the 3E's variables have direct positive effect towards the AA Relationships model. Moreover, the the AA Relationships model also have direct positive effect towards motivational strength of women consumers of L'Oréal Paris.]