

Analisis pengaruh smartwatch product category characteristics terhadap brand extension attitude studi kasus samsung galaxy gear = The analysis of effects of smartwatch product category characteristics toward brand extension attitude samsung galaxy gear case study / Maburr Herzaridano

Maburr Herzaridano, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20413392&lokasi=lokal>

Abstrak

ABSTRAK

Skripsi ini membahas tentang pengaruh smartwatch product category characteristic yang berada pada SAMSUNG Galaxy Gear terhadap brand extension attitude. Di dalamnya terdapat juga variabel awareness set size, awareness set similarity, dan product category familiarity yang membangun brand extension category attitude. Lebih lanjut lagi, skripsi ini membahas pengaruh brand extension category attitude terhadap brand extension attitude. Penelitian ini menghasilkan kesimpulan bahwa brand extension category attitude, perceived fit, dan brand strength berpengaruh secara signifikan pada brand extension attitude. Pada penelitian ini juga terdapat implikasi manajerial serta saran untuk penelitian selanjutnya.

ABSTRACT

This study discusses the effect of smartwatch product category characteristic on brand extension attitude that has been applied to SAMSUNG Galaxy Gear case. This study also includes other variables, namely brand extension category characteristics; awareness set size, awareness set similarity, and product category familiarity which affecting brand extension category attitude. Moreover, this study has a result of brand extension category attitude which affecting overall brand extension attitude. This results of this research show that brand extension category attitude, perceived fit and brand strength influence significantly toward brand extension attitude. There are also managerial implications and advices for the next research.