

Pengaruh brand personality terhadap repurchase intention pada merek pakaian uniqlo pada mahasiswa program sarjana dan vokasi di Universitas Indonesia Depok = The effect of brand personality towards repurchase intention on uniqlo fashion brand on Universitas Indonesia Depok undergraduate and vocational students / Apsari Anindyajati

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh brand personality terhadap repurchase intention dari konsumen merek pakaian Uniqlo serta dimensi brand personality yang paling berpengaruh terhadap repurchase intention. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan teknik purposive sampling terhadap 100 responden yang merupakan mahasiswa program sarjana dan vokasi di Universitas Indonesia Depok. Menggunakan factor analysis dan multiple regression untuk menganalisis data, hasil penelitian menunjukkan bahwa dua dari empat dimensi brand personality Aaker yang digunakan dalam penelitian yaitu sincerity dan excitement, mempunyai pengaruh yang signifikan terhadap repurchase intention. Sementara itu, competence dan sophistication juga mempunyai pengaruh terhadap repurchase intention, meskipun tidak signifikan.

ABSTRACT

The purpose of this research is to find out the effect of brand personality towards repurchase intention on the consumers of Uniqlo fashion brand. This research is also aimed to examine which brand personality dimension is the most significant towards repurchase intention. This research applies quantitative approach with purposive sampling technique to 100 respondents who are undergraduate and vocational students of Universitas Indonesia Depok. Using factor analysis and multiple regression to analyze the data, the research findings show that two out of four of Aaker's brand personality dimensions used in the research, which is sincerity and excitement, have the most significant effects toward repurchase intention. While two other dimensions, competence and sophistication, also have effects toward repurchase intention, albeit not significant.