Pengaruh label kualitas terhadap persepsi kualitas produk dan niat membeli : peran brand familiarity dan keterlibatan produk = The Effect of quality label towards perceived product quality and purchase intention the role of brand familiarity and product involvement

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Abstrak

[ABSTRAK
Label kualitas merupakan salah satu atribut produk yang dianggap penting dalam proses keputusan pembelian. Meski demikian, studi mengenai peran label kualitas masih jarang dilakukan dan beberapa temuan menghasilkan temuan yang kontradiktif. Untuk mengisi kesenjangan yang ada dalam literatur, penelitian ini bermaksud untuk mengkaji pengaruh label kualitas terhadap sikap konsumen (kualitas produk dan niat membeli) dalam mengambil keputusan pembelian produk, tergantung pada brand familiarity dan keterlibatan produk.

Penelitian ini dilakukan dengan 2 studi eksperimen. Desain eksperimen studi 1 yaitu 2 (label kualitas: ada vs tanpa label) x 2 (Brand familliarity : familiar vs unfamiliar) dengan eksperimen between- and within-subject. Partisipan studi 1 diperoleh sebanyak 155 mahasiswa S1 Universitas Indonesia. Sedangkan, desain eksperimen studi 2 yaitu 2 (label kualitas: ada vs tanpa label) x 2 (keterlibatan produk : tinggi vs rendah) dengan eksperimen between- and within-subject. Partisipan studi 2 diperoleh sebanyak 266 mahasiswa S1 Universitas Jendral Soedirman.

Hasilnya menunjukan bahwa pengaruh label kualitas terhadap persepsi kualitas produk dan niat membeli produk tergantung pada brand familiarity. Hal yang sama, pengaruh label kualitas terhadap persepsi kualitas produk dan niat membeli produk tergantung pada keterlibatan produk.
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ABSTRACT
Quality label is one of the attributes of the products that are considered important in the purchase decision process. However, studies on the role of the quality label is rarely conducted and some of the findings resulted in contradictive findings. To fill the existing gap in the literature, this study intends to examine the effect of quality label on consumer attitudes (product quality and purchase intention) in making purchasing decisions of products, depends on brand familiarity and product involvement.

This research was conducted with two experimental studies. Experimental design of study 1 was 2 (quality label : present vs not present) x 2 (brand familiarity: familiar vs unfamiliar) with a between- and within-subject experiments. Participants of study 1 was obtained as many as 155 bachelor students from University of Indonesia. Meanwhile, experimental design of study 2 was 2 (quality label : present vs not present) x 2 (product involvement: high vs low) with a between- and within subject experiments. Participants of

study 2 was obtained as many as 266 bachelor students from Jenderal Soedirman University. The result shows that the effect of quality label on perceived product quality and intention to buy the product depends on brand familiarity. Similarly, the effect of quality label on perceived product quality and intention to buy the product depends on product involvement., Quality label is one of the attributes of the products that are considered important in the purchase decision process. However, studies on the role of the quality label is rarely conducted and some of the findings resulted in contradictive findings. To fill the existing gap in the literature, this study intends to examine the effect of quality label on consumer attitudes (product quality and purchase intention) in making purchasing decisions of products, depends on brand familiarity and product involvement.

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