

Pengaruh kebutuhan untuk keunikan, sikap terhadap produk, nilai emosional kualitas yang diterima terhadap niat beli (studi kasus: pelanggan kedai kopi waralaba lokal Excelso dan waralaba asing Coffee Bean tea leaf & Tea Leaf) = The effect of need for uniqueness, attitude toward product, emotional value, perceived quality, to purchase intention (cases study: customer coffee rest from franchise local Excelso and franchise foreign Coffee Bean & Tea Leaf)

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Abstrak

Penelitian ini bertujuan untuk mengetahui Pengaruh kebutuhan untuk keunikan sikap terhadap produk nilai emosional serta kualitas yang diterima terhadap niat beli di Jakarta khususnya kedai kopi waralaba lokal dan waralaba asing Excelso Coffee Bean Tea Leaf. Penelitian ini merupakan penelitian kuantitatif dengan desain riset konklusif dan jenis riset deskriptif. Jumlah sampel dalam penelitian ini sebanyak 200 responden. Teknik analisis data yang digunakan adalah SEM Structural Equation Modelling dengan teknik pengolahan data menggunakan Lisrel 8 54. Hasil penelitian menunjukkan bahwa Need For Uniqueness attitude toward product emotional value perceived quality mempunyai pengaruh yang positif terhadap purchase intention konsumen.

This riset for study explain effect from effect need for uniqueness attitudde toward product emotional value perceived quality to purchase intention specially for Customer Coffee shop from Local Franchise Excelso and Foreign Franchise Coffee Bean and Tea Leaf in Jakarta. This riset is kuantitative riset with conclusive design riset and description. Total sample for this riset is 200 respondents. The analysis technic with SEM Structural Equation Modelling Lisrel 8 54. The results showed Need For Uniqueness attitude toward emotional value perceived quality have positive effect for purchase intention customer
Keyword Franchise Local Franchise Foreign Coffe shop Excelso Coffee Bean Tea Leaf.