

Pengaruh brand image terhadap kesediaan konsumen membayar harga premium pada produk air minum dalam kemasan aqua = The effect of brand image on consumer willingness to pay price premium in the aqua bottled water product

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Abstrak

Tesis ini meneliti pengaruh brand image yang diwakili oleh lima dimensi merek awareness, perceived quality, uniqueness, dan non-product related brand associations seperti corporate social responsibility (CSR) dan social image terhadap kesediaan membayar harga premium (willingness to pay price premium) dan menambahkan variabel jenis kelamin sebagai variabel moderasi. Setelah dilakukan tinjauan pustaka dan penyusunan hipotesis didapatkan data dari 254 responden yang merupakan konsumen pembeli Air Minum Dalam Kemasan bermerek Aqua di wilayah DKI Jakarta dengan menggunakan teknik quota sampling dan dilakukan analisis data menggunakan Regresi Berganda dengan bantuan program SPSS 21.0.

Hasil penelitian menunjukkan bahwa dimensi brand image yang mempengaruhi kesediaan konsumen membayar harga premium pada produk Air Minum Dalam Kemasan bermerek Aqua adalah brand uniqueness, corporate social responsibility dan social image, dan variabel jenis kelamin memoderasi hubungan langsung antara dimensi brand uniqueness dan corporate social responsibility terhadap kesediaan konsumen membayar harga premium.

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This thesis examines the effect of brand image represented by the five dimensions of brand : awareness, perceived quality, uniqueness, and non-productrelated brand associations such as corporate social responsibility (CSR) and social image on willingness to pay a price premium and adding the variable gender as a moderating variable. After review of the literature and the preparation of hypothetical, data obtained from 254 respondents who represent the buyer of Bottled Water branded Aqua in Jakarta using quota sampling techniques and data analysis using multiple regression with SPSS 21.0.

The results showed that the dimensions of brand image that affecting consumers willingness to pay a price premium on products Bottled Water branded Aqua are brand uniqueness, corporate social responsibility and social image, and the gender variable does moderate the direct relationship between the dimensions brand uniqueness and corporate social responsibility on consumers' willingness to pay a price premium.