

Peran kerentanan terhadap tipe reference group influence, terhadap hubungan antara brand personality congruity dan purchase intention pada generasi millennial = The role of susceptibility to the reference group influence type in relationship between brand personality congruity and purchase intention of millennial generation

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Abstrak

ABSTRAK

Penelitian ini menguji hubungan antara brand personality congruity dan purchase intention, hubungan antara kerentanan akan tipe reference group influence informative dan normative influence dan purchase intention, dan pengaruh kerentanan akan tipe reference group influence dalam memoderasi hubungan brand personality congruity dan purchase intention. Pengumpulan data dilakukan melalui survey online.

Responden penelitian adalah 411 wanita berusia antara 18 ndash; 36 tahun generasi Milenial . Penelitian ini menemukan bahwa pada brand personality congruity hanya dimensi sophistication congruity yang ditemukan memprediksi purchase intention. Namun, kerentanan akan kedua tipe reference group influence, baik normative maupun informative, memiliki hubungan positif yang signifikan terhadap purchase intention. Analisis moderasi menunjukkan bahwa kerentanan akan kedua tipe reference group influence memperkuat hubungan brand personality congruity dan purchase intention; namun moderasi ini terbatas pada dimensi peacefulness congruity, sincerity congruity, dan sophistication congruity pada tipe normative influence, dan sophistication congruity pada tipe informative influence. Secara lebih spesifik, peacefulness, dan sincerity congruity akan lebih kuat pada individu yang memiliki kerentanan tinggi akan tipe normative influence, sedangkan sophistication congruity akan lebih kuat pada individu yang memiliki kerentanan yang tinggi akan normative dan informative reference group influence.

ABSTRACT

This study examines the relationship between brand personality congruity and purchase intention, the relationship between susceptibility to reference group influence type informational and normative influence and purchase intention, and the susceptibility to reference type influence types in moderating the relationship of brand personality congruity and purchase intention. Data collection is done through online surveys. The study respondents were 411 women aged between 18 36 years Millennial generation . The study found that in brand personality congruity, sophistication congruity dimensions were found predicting purchase intention. However, the susceptibility of those reference group influence types, both normative and informational, has a significant positive relationship to purchase intention. Moderation analysis shows that susceptibility to both types of reference group influence strengthens the relationship of brand personality congruity and purchase intention But moderation is limited to the dimensions of peacefulness congruity, sincerity congruity, and sophistication congruity in the types of normative influence, and sophistication congruity in the type of informational influence. More specifically, peacefulness and sincerity congruity will be stronger in individuals with high susceptibility to normative influence types, whereas sophistication congruity will be stronger in individuals with high susceptibility to normative and informational reference

group influence.