

Perbandingan penerapan brand functional value dan brand experiential value terhadap evaluasi konsumen pada local-foreign branding: sebuah studi eksperimen = A comparison between the application of brand functional value and brand experiential value toward consumer evaluation on local foreign branding: an experimental study

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Abstrak

Dengan semakin berkembang dan menjamurnya produk lokal di Indonesia, serta semakin banyaknya jenis media yang dapat memasarkan produk-produk tersebut, penting bagi para pelaku usaha untuk memahami strategi dalam mengelola mereknya agar dapat bersaing dengan merek lokal maupun merek luar.

Penelitian ini membahas tentang perbandingan penerapan brand functional value dan brand experiential value terhadap evaluasi konsumen pada konteks strategi local branding dan foreign branding. Evaluasi konsumen pada penelitian ini diwakili oleh perceived quality, attitude toward the brand, purchase intention, dan komunikasi word of mouth. Metode penelitian yang digunakan ialah penelitian eksperimen dengan desain faktorial 2x2 yang menggunakan merek fiktif sebagai objek uji.

Hasil penelitian menunjukkan bahwa terdapat perbedaan efek penerapan value pada aspek evaluasi konsumen dalam konteks local branding dan foreign branding. Kombinasi strategi foreign branding dan experiential value menghasilkan nilai perceived quality, attitude toward the brand, dan purchase intention paling tinggi, sedangkan kombinasi strategi foreign branding dan functional value menghasilkan nilai word of mouth paling tinggi.

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In today rsquo s local products growing number in Indonesia, as well as the increasing number of media types to market these products, it is important for local businessperson or organization to understand the strategy in managing their brands in order to compete with local and foreign brands.

This study discusses the comparison between the application of brand functional value and brand experiential value toward consumer evaluation in the context of local branding and foreign branding strategy. Consumer evaluation is represented by perceived quality, attitude toward the brand, purchase intention, and word of mouth. The research method used is experimental research with 2x2 factorial design using fictitious brand as test object.

The finding shows that there are differences in value application effect toward consumer evaluation in local and foreign branding context. The combination of foreign branding strategy and experiential value produces the highest perceived quality, attitude toward the brand, and purchase intention, while the combination of foreign branding strategy and functional value yields the highest word of mouth.