

Analisa pengaruh self-image congruity dan bentuk identifikasi terhadap purchase intention produk karakter berlisensi studi kasus: produk figurine hatsune miku = The influence of self image congruity and forms of identification on consumers purchase intention toward character licensed merchandise case hatsune miku figurine product

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Abstrak

Skripsi ini membahas pengaruh dari Self-image congruity dan proses Identifikasi terhadap minat beli konsumen di Indonesia pada produk karakter berlisensi, khususnya produk figurine tokoh Hatsune Miku dari seri Vocaloid. Penelitian ini adalah sebuah penelitian kuantitatif dengan desain deskriptif. Hasil penelitian menunjukkan bahwa terjadinya Self-image congruity mempengaruhi secara positif proses identifikasi seseorang dalam bentuk Actual-self, Ideal-self, maupun Ought-self Identification. Tetapi, hanya bentuk identifikasi Actual-self yang ditemukan berpengaruh secara positif terhadap attitude konsumen kepada produk, yang kemudian secara positif mempengaruhi minat beli .konsumen terhadap produk karakter berlisensi figurine Hatsune Miku.

*The purpose of this study is to adapt the self congruity and identification theories to examine consumer's purchase intention for character licensed merchandise. Whether the self congruity and identification process affect positively or not to Indonesian consumer's intention to purchase licensed figurine products adapted from Vocaloid character Hatsune Miku. This is a study with quantitative approach with descriptive design. Research found that the self image congruity between consumers and the character positively affect the consumers' process of identification in all three types Actual self, Ideal self, and Ought self Identification, although only consumers' Actual self Identification positively affect the evaluation process of attitude toward product which then positively affect their purchase intention towards Hatsune Miku figurine product.*