

Analisis pengaruh fashion innovativeness melalui brand image dimension terhadap lovemarks dan brand loyalty pada brand fashion: studi pada konsumen milenial Indonesia = Analysis on the impact of fashion innovativeness through brand image dimension towards lovemarks and brand loyalty on brand fashion: the study on millenials consumers in Indonesia

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Abstrak

Perkembangan industri fashion di Indonesia mengalami peningkatan yang baik terutama dari segi inovasi yang menyebabkan adanya brand-brand baru bermunculan, dimana konsumen umumnya merupakan milenial. Hal ini menyebabkan peran milenial semakin mendominasi sektor tersebut, sehingga pada penelitian ini bertujuan untuk mengetahui hubungan konsumen milenial dengan Fashion Innovativeness dan brand image dimensions (Cognitive, sensory, dan affective) pada brand fashion favorit, kontribusi brand image dimensions kepada lovemarks (brand love dan brand respect) dan pengaruhnya pada brand loyalty.

Penelitian ini mengembangkan model lanjutan dari brand equity (CBBE) dan brand image dimensions. Model yang dikembangkan kemudian divalidasi menggunakan Structural Equations Modeling (SEM) berdasarkan data yang diperoleh melalui survey kepada konsumen yang memiliki brand fashion favorit kisaran usia 19-39 tahun. Hasil penelitian ini mengonfirmasi bahwa fashion innovativeness secara positif berpengaruh terhadap penggunaan brand image associations yang kemudian akan memengaruhi brand love dan brand respect serta terhadap brand loyalty. Implikasi manajerial serta saran bagi penelitian selanjutnya juga dibahas pada penelitian ini.

The development of fashion industry in Indonesia experiences a positive surge fundamentally from the innovation factor, which causes new brands to emerge, in which the main consumers are millenials. This causes the role of millenial to be more dominant in the afformentioned sector, hence this research aims to understand the relationship between millenials consumers and Fashion Innovativeness and Brand Image Dimensions (Cognitive, Sensory, and Affective) on favorite fashion brands, the contribution of Brand Image Dimensions towards Lovemarks (Brand Love and Brand Respect), and the impact toward Brand Loyalty. This research developed the model modified from Consumer-based Brand Equity (CBBE) and Brand Image dimensions. The developed model was then validated using Structural Equation Modeling (SEM) based on data retrieved from surveys on consumers, within the age of 19-39 years old, with favorite fashion brands. The findings confirmed that Fashion Innovativeness positively influenced the use of Brand Image Association which then further influenced Brand Love and Brand Respect, as well as Brand Loyalty. The managerial implications and recommendation of this reseatch will be further elaborated in this research.