

Pengaruh Brand Name, Product Involvement dan Consumer Ethnocentrism terhadap Purchase Intention pada Strategi Penamaan Merek = The Effect of Brand Name, Product Involvement and Consumer Ethnocentrism towards Purchase Intention on Brand Naming Strategy

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Abstrak

ABSTRAK

Tesis ini bertujuan untuk membahas pengaruh *brand name*, *product involvement*, dan *consumer ethnocentrism* terhadap *purchase intention*. Penelitian ini menggunakan penelitian eksperimen dengan *factorial design* 2 (*brand name: local vs foreign name*) x2 (*product involvement: low vs high involvement*) x2 (*consumer ethnocentrism: low vs high ethnocentrism*). Hasil penelitian menunjukkan bahwa *foreign name* memiliki *purchase intention* yang lebih tinggi dibandingkan dengan *local name*. Hasil yang sama terjadi ketika *foreign name* dikombinasikan dengan *low-involvement product*, sedangkan pada *high-involvement product*, tidak terdapat perbedaan *purchase intention* antara penggunaan *foreign name* dan *local name*. Ketika *foreign name* dikombinasikan dengan *low ethnocentrism* pengaruh *foreign name* terhadap *purchase intention* lebih tinggi dibandingkan dengan *local name*, sedangkan pada konsumen dengan *high ethnocentrism*, pengaruh *local name* terhadap *purchase intention* tidak memiliki perbedaan dengan *foreign name*. Penelitian ini juga menunjukkan bahwa pada kondisi *low involvement* dan *low ethnocentrism*, *foreign name* memiliki *purchase intention* yang lebih tinggi dibandingkan dengan *local name*, sedangkan pada kondisi *high involvement* dan *high ethnocentrism*, *local name* memiliki *purchase intention* yang lebih tinggi dibandingkan dengan *foreign name*. Hasil penelitian bermanfaat bagi perusahaan dalam mendesain nama merek yang tepat sesuai dengan tingkat *involvement* dari produk yang dipasarkan dan juga tingkat *ethnocentrisme* konsumen.

ABSTRACT

This thesis discussed the effect of brand name, product involvement, and consumer ethnocentrism towards purchase intention. This study used experimental approach with factorial design 2 (brand name: local vs foreign name) x2 (product involvement: low vs high involvement) x2 (consumer ethnocentrism: low vs high ethnocentrism). The results showed that in general, foreign names have higher purchase intention and gave. The same outcome occurred when foreign name were combined with low-involvement products, whereas in high-involvement products, there were no interaction effect between foreign and local name. When foreign name were combined with low ethnocentrism, the effect of foreign name will be higher than local name, while for ethnocentric consumer, the effect of local name toward purchase intention was not significantly

different compared with foreign name. This study also showed that in the condition of low involvement and low ethnocentrism, foreign name have higher purchase intention compared to local name. While, in high involvement and high ethnocentrism condition, local name have higher purchase intention compared to foreign name. This study gave managerial implication which beneficial for companies in designing appropriate brand name according to the level of involvement of the product they offer to consumer and level of consumer ethnocentrism.