

Peran brand authenticity, impression in memory, dan lifestyle-congruence dalam meningkatkan brand love hotel butik di Indonesia =
The role of brand authenticity, impression in memory, and lifestyle-congruence towards enhancing brand love of Indonesian boutique hotel.

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Abstrak

Skripsi ini membahas mengenai perilaku konsumen hotel butik di Indonesia. Penelitian ini bertujuan untuk mengetahui bagaimana persepsi brand authenticity, impression in memory, lifestyle-congruence, dan brand lovesaling berhubungan satu sama lain. Penelitian ini juga turut mengidentifikasi peran moderasi dari need for uniqueness dan price fairness dalam konteks hotel butik di Indonesia. Dengan menggunakan metode analisis Structural Equation Modelling (SEM), penelitian ini membuktikan bahwa terdapat hubungan positif antara brand authenticity dengan impression in memory, brand love, serta lifestyle-congruence. Penelitian juga membuktikan bahwa pengaruh dari brand authenticitydalam pembentukan brand loveakan lebih signifikan apabila terdapat peran impression in memorydan lifestyle-congruenceyang terlibat. Selain itu, hasil penelitian juga memnbuktikan bahwa need for unqiueness yang dimiliki para tamu hotel butik dapat memoderasi ketiga hubungan milik brand authenticitytersebut, sedangkan price fairnessjanya memoderasi dua dari ketiga hubungan brand authenticity, yaitu pada impression in memory dan brand love.

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This study focuses on consumer behavior of Indonesian boutique hotel's guests. The study analyzes how brand authenticity, impression in memory, lifestyle-congruence, and brand love interrelate with one another. It also examines the moderating effect of the need for uniqueness and price fairness in the boutique hotel setting. The findings indicate that there are positive and significant relationship between brand authenticity with impression in memory, lifestyle-congruence, and brand love. It also indicates that brand authenticity creates more significant result into building brand love through impression in memory and lifestyle-congruence. Furthermore, the findings also indicate that need for uniqueness give significant moderation effect to the brand authenticity's relationship with impression in memory, lifestyle-congruence, and brand love, while price fairness gives significant moderation effect to the relationship between brand authenticity with impression in memory, and brand authenticity with brand love.