

Pengaruh karakteristik terhadap kepercayaan merek dan intensi pembelian sepatu edisi terbatas (Studi pada konsumen Jabodetabek) = Affects characteristic of limited edition shoes towards brand trust and purchase intention (Studied on Jabodetabek consumer)

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Abstrak

Produk sepatu edisi terbatas (limited edition shoes) sebagai variabel independen pada penelitian ini, yang mempengaruhi variabel perceived value, brand trust, dan purchase intention. Variabel LES memiliki dimensi berupa uniqueness, investment, dan self-expression. Sedangkan variabel mediator PV memiliki dimensinya sendiri yaitu emotional, social, dan economical. Desain penelitian yang digunakan untuk penelitian ini adalah descriptive-conclusive dengan metode single cross-sectional. Pengumpulan sampel menggunakan non-probability sampling, dengan 218 responden yang mana berumur 14-35 tahun, berdomisili di Pulau Jawa, dan memiliki sepatu edisi terbatas (limited edition shoes). Pengumpulan survei dilakukan dengan cara via online, menggunakan platform google form, dan metode self-administered questionnaire. Data dari yang sudah terkumpul, akan diolah menggunakan software AMOS 23 IBM SPSS. Hasil penelitian ini menunjukkan bahwa, characteristic limited edition shoes mempengaruhi perceived value, perceived value mempengaruhi brand trust, perceived value mempengaruhi purchase intention, dan brand trust mempengaruhi purchase intention. Terakhir, variabel moderasi scarcity of message meningkatkan frekuensi pengaruh di tiap variabel yang ada.

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Limited edition shoe product (limited edition shoes) as an independent variable in this study, which affects the variable perceived value, brand trust, and purchase intention. The LES variable has dimensions in the form of uniqueness, investment, and self-expression. While the Perceived Value as a mediator variable has its dimensions namely emotional, social, and economical. The research design used for this study was descriptive-conclusive with a single cross-sectional method. The sample collection uses non-probability sampling, with 218 respondents who are 14-35 years old, live in Java and have limited edition shoes. The survey was collected online, using the Google form platform, and the self-administered questionnaire method. Data which has been collected, will be processed using IBM SPSS 23 AMOS software. The results of this study indicate that characteristic limited edition shoes affect perceived value, perceived value affects brand trust, perceived value affects purchase intention, and brand trust affects purchase intention. Finally, the scarcity of the message moderation variable increases the frequency of influence on each variable.