

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.