

Dampak publisitas negatif terhadap consumer attribution, brand equity, dan purchase intention: studi kasus terhadap Garuda Indonesia = The Impact of negative publicity on consumer attribution, brand equity, and purchase intention: the case study of Garuda Indonesia

Sheilla Ananda Berliana, author

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Abstrak

Penelitian ini bertujuan untuk menganalisis dampak publisitas negatif pada consumer attribution, brand image, brand attitude, dan purchase intention untuk Garuda Indonesia dengan tingkat keparahan rendah dan tinggi. Sampel penelitian ini adalah partisipan yang menggunakan layanan terbang Garuda Indonesia selama 6 bulan terakhir dan berusia antara 17 hingga 40 tahun. Data penelitian ini diolah dengan Partial Least Square (PLS) menggunakan software SmartPLS 3.0. Hasil dari penelitian ini menyatakan bahwa consumer attribution mempengaruhi brand attitude dan purchase intention, sementara brand image dan brand attitude mempengaruhi purchase intention secara positif. Tidak ada moderasi dari tingkat keparahan terhadap hubungan apapun terkecuali untuk consumer attribution terhadap brand image yang tidak ditemukan signifikan dalam uji sebelumnya.

This study aims to analyze the impact of negative publicity on consumer attribution, brand image, brand attitude, and purchase intention for Garuda Indonesia with mild and high severity of negative publicity. The sample of this research include individuals who are flying with Garuda Indonesia within the last 6 months, and are aged between 17 to 40 years old. The data of this study was processed with Partial Least Square (PLS) and the software SmartPLS version 3.0. Result of this research shows that consumer attribution under negative publicity has negative influence on brand attitude and purchase intention, and brand image as well as brand attitude under negative publicity influenced purchase intention positively. There was no moderation by information severity towards the relationships, with the exception of consumer attribution towards brand image, which was found insignificant in the earlier test.