

Konsumen: percaya atau tidak pada Brand? Pengaruh jenis short brand story terhadap intensi membeli yang dimoderasi oleh trust = Consumer: trust or not to the brand? The effect of short brand story type on purchase intention moderated by trust

Nopiati Amelia, author

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Abstrak

Short brand story merupakan media yang efektif untuk berkomunikasi antara brand dan konsumen. Tak hanya itu, short brand story digunakan untuk dapat membedakan produk dengan produk lainnya yang mengarahkan pada intensi membeli konsumen. Penulisan jenis konten short brand story dapat memengaruhi bagaimana konsumen mempersepsikan cerita. Intensi konsumen untuk membeli produk juga dipengaruhi oleh trust yang berfungsi untuk mengurangi keraguan konsumen dalam membeli produk. Oleh karena itu, penelitian ini bertujuan untuk melihat pengaruh jenis short brand story terhadap intensi membeli dimoderasi oleh trust. Penelitian ini merupakan penelitian eksperimental between-subject design yang dilakukan pada 859 partisipan berusia 18-26 tahun yang berdomisili di Indonesia. Pada penelitian ini, partisipan terbagi secara acak kedalam dua kelompok (company-generated vs consumer-generated). Kemudian, partisipan diberikan gambar kemasan produk beserta short brand story jenis konten company-generated atau consumer-generated. Data partisipan dianalisis menggunakan multiple regression. Hasil analisis menunjukkan jenis short brand story memengaruhi intensi konsumen membeli produk. Short brand story jenis konten company-generated menunjukkan intensi membeli yang lebih tinggi dibandingkan consumer-generated. Ditemukan pula trust konsumen terhadap intensi membeli. Sementara itu, tidak terdapat efek interaksi antara short brand story dan trust dalam memengaruhi intensi membeli. Berdasarkan hasil penelitian, perusahaan FMCG dapat mempertimbangkan untuk menggunakan short brand story pada kemasan produk sebagai cara untuk memasarkan produk.

.....Short brand story are an effective medium for communicating between brands and consumers. Not only that, short brand story are used to differentiate products from other products that lead to consumer buying intentions. Writing short brand story content types can affect how consumers perceive the story. Consumer intention to buy products is also influenced by trust which serves to reduce consumer doubts in buying products. Therefore, this study aims to see the effect of the type of short brand story on buying intention moderated by trust. This research is an experimental study between subject design which was conducted on 859 participants aged 18-26 years who live in Indonesia. In this study, participants were randomly divided into two group (company-generated group vs consumer-generated). Then, participants are given a picture of the product packaging along with a short brand story for company-generated or consumer-generated content. Participant data were analyzed using multiple regression. The results of the analysis show that the type of short brand story affects the consumer's intention to buy the product, where the short brand story of the type of company-generated content shows a higher purchase intention than the consumer-generated type. We also found consumer trust in buying intentions. Meanwhile, there is no interaction effect between short brand stories and trust in influencing purchase intention. Based on the research results, FMCG companies can consider using a short brand story on product packaging as a way to market their products.