

Analisis Pengaruh Strategi Brand Extension terhadap (Re)purchase Intention dan e-WOM Intention Konsumen (Studi Kasus: Bank BCA Digital) = Analysis of The Effect of Brand Extension Strategy on Consumer (Re)purchase Intention and e-WOM Intention (Case Study: Bank BCA Digital)

Xena Maharani, author

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Abstrak

Penelitian ini bertujuan untuk menguji bagaimana strategi brand extension dari merek induk mempengaruhi niat beli dan niat e-WOM pelanggan pada merek perluasan di industri perbankan, secara khusus Bank BCA. Hubungan ini dimediasi oleh brand perceived value dari merek perluasan. Pengumpulan data dilakukan dengan survei online kepada nasabah Bank BCA dan 255 respon berhasil dikumpulkan untuk analisis data lebih lanjut. Penelitian ini menggunakan model persamaan struktural (SEM) menggunakan Smart-PLS untuk menguji hipotesis. Hasilnya, brand attitude dan brand loyalty dari Bank BCA berpengaruh positif dan signifikan terhadap brand perceived value Bank BCA Digital. Brand perceived value Bank BCA Digital berpengaruh positif dan signifikan terhadap (re)purchase intention dan e-WOM intention Bank BCA Digital.

.....This study aims to examine how the brand extension strategy of the parent brand influences the purchase intention and e-WOM intention of customers on brand extensions in the banking industry, specifically Bank BCA. This relationship is mediated by brand perceived value of the brand extension. Data were collected using an online survey to Bank BCA customers and 255 responses were successfully gathered for further data analysis. This study employed a structural equation modelling (SEM) using Smart-PLS to test the hypotheses. As a result, brand attitude and brand loyalty of Bank BCA have a positive and significant effect on brand perceived value of Bank BCA Digital. Brand perceived value of Bank BCA Digital has a positive and significant effect on (re)purchase intention and e-WOM intention of Bank BCA Digital.