

Bagaimana Perceived Value Dapat Mempengaruhi Continuance Intention Dari Produk Co-Branded Streetwear Fashion Di Indonesia = How Does Perceived Value impact Continuance Intention Of Co-Branded Streetwear Fashion Goods In Indonesia

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Abstrak

Tesis ini membahas pengaruh Perceived Value terhadap Co-Brand Equity, Co-Brand Preference, dan Continuance intention pada Industri Fashion Aliran Streetwear di Indonesia. Penelitian yang berbentuk Conclusive Research Design ini mengumpulkan data dengan menggunakan instrumen kuesioner dengan metode Non-probability Sampling dengan tipe Convenience Sampling yang ditargetkan kepada konsumen penikmat produk Fashion Streetwear yang merupakan produk dari hasil Co-Branding di antara dua atau lebih merek. Hasil dari penelitian ini menunjukkan pengaruh positif Perceived Value terhadap Co-Brand Equity, Co-Brand Preference, dan Continuance intention pada Industri Fashion Aliran Streetwear di Indonesia. Diharapkan hasil penelitian ini dapat bermanfaat bagi pihak akademisi, pelaku usaha, dan peneliti berikutnya.

.....This thesis discusses the influence of Perceived Value on Co-Brand Equity, Co-Brand Preference, and Continuance intention in the Streetwear Fashion Industry in Indonesia. This research in the form of Conclusive Research Design collects data using a questionnaire instrument with the Non-probability Sampling method with the Convenience Sampling type which is targeted at consumers who are connoisseurs of Fashion Streetwear products which are products from the results of Co-Branding between two or more brands. The results of this study shows the positive influence of Perceived Value on Co-Brand Equity, Brand Preference, and Continuance intention in the Streetwear Fashion Industry in Indonesia. In addition, it is hoped that the results of this research can be useful for academics, business actors, and future researchers.