

Analisis Pengaruh Fashion Interest, Product Novelty Dan Product Quality Pada Brand Consciousness Dan Brand Loyalty Pada Pembelian Sepatu Olahraga = Analysis Of The Influence Between Fashion Interest, Product Novelty And Product Quality Toward Brand Consciousness And Brand Loyalty On Sportshoes Purchasing

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Abstrak

Skripsi ini membahas tentang pengaruh fashion interest, product novelty dan product quality terhadap brand consciousness dan brand loyalty. Penelitian ini adalah penelitian kuantitatif dengan metode analisis menggunakan Structural Equation Modeling (SEM). Hasil penelitian menjelaskan bahwa terdapat pengaruh positif dan signifikan antara fashion interest, product novelty, dan product quality terhadap brand consciousness dan brand consciousness memiliki pengaruh positif dan signifikan terhadap brand loyalty. Peneliti menyarankan bahwa perlunya pemasar sepatu olahraga memperhatikan beberapa aspek yaitu ketertarikan fashion pada konsumen, kebaruan produk, dan kualitas produk untuk membuat konsumen lebih sadar akan merek sepatu yang dijual yang nantinya akan mempengaruhi loyalitas konsumen pada merek sepatu olahraga yang dijual.

.....This paper discusses the influence of fashion interest, novelty product and product quality toward brand consciousness and brand loyalty. This research method use quantitative research with Structural Equation Modeling (SEM) analysis method. Results of the study explains that there is a positive and significant influence between fashion interest, novelty product and product quality toward brand consciousness and brand consciousness has a positive and significant influence on brand loyalty. Researcher suggest that the need for the marketers to pay attention to some aspects of consumer interest in fashion, novelty products and the quality of products to make consumers more consciouss toward the brand of shoes that they bought and eventually it will affect to consumer loyalty.