

Peran tipe short brand story terhadap purchase intention FMCG dengan perceived brand quality sebagai mediator = The role of short brand story type on purchase intention towards FMCG with perceived brand quality as mediator

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Abstrak

Penelitian mengenai penggunaan media cerita dalam dunia pemasaran FMCG sudah cukup banyak dilakukan. Meski demikian, penelitian spesifik yang membahas penggunaan short brand story di kemasan fast moving consumer goods (FMCG) belum banyak dilakukan dan bahkan belum ada di Indonesia. Oleh karena itu, penelitian ini dilakukan untuk melihat pengaruh dari short brand story terhadap purchase intention dengan perceived brand quality sebagai mediator. Short brand story (SBS) dibedakan menjadi self-transcendence dan self-enhancement. Penelitian ini diikuti oleh 432 partisipan yang berusia minimal 18 tahun secara daring. Alat ukur dari Schiffman dan Wisenblit (2015) digunakan untuk mengukur purchase intention dan perceived brand quality dari Boulding dan Kirmani (1993). Analisis Process dari Hayes menemukan bahwa SBS memengaruhi perceived brand quality secara positif. Di saat yang bersamaan, perceived brand quality juga memengaruhi purchase intention secara positif, sehingga efek mediasi dinyatakan hadir dalam penelitian ini. Selain itu, perhitungan statistik juga menemukan bahwa short brand story tipe self-transcendence memiliki perceived brand quality dan purchase intention yang lebih tinggi dibandingkan tipe self-enhancement. Hasil dari penelitian ini memberikan masukan kepada produsen fast moving consumer goods (FMCG) untuk menghadirkan inovasi terbaru terkait pemasaran produknya.

.....A lot of studies on the use of story media in FMCG marketing have been done quite a lot previously. However, a study that discusses the use of short brand stories in FMCG packaging has not been widely carried out and is not even available yet in Indonesia. Therefore, this study was conducted to see the effect of short brand stories on purchase intentions with the perceived brand quality acts as a mediator. Short brand stories are differentiated into self-transcendence and self-enhancement. This study was conducted online and attended by 432 participants who are at least 18 years old minimum of age. Purchase intention is measured using measurement scale adapted from Schiffman and Wisenblit (2015) and perceived brand quality is measured using measurement scale adapted from Boulding and Kirmani (1993). Process analysis from Hayes found that SBS positively influenced perceived brand quality, and at the same time, perceived brand quality positively influenced purchase intention. Therefore, the mediation effect is presented in this study. In addition, the statistics measurement also found that the self-transcendence type short brand story has a higher perceived brand quality and purchase intention than the self-enhancement type. The results of this study provide input to fast moving consumer goods (FMCG) producers in presenting the latest innovations related to product marketing.