

ABSTRACT

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THE BRAND MESSAGES WITHIN INTRINSIC TOUCH POINT OF SHIN MEN JAPANESE RESTO AND ITS CUSTOMER RESPONSE

(xix + 180 pages: 70 figures; 17 tables; 21 appendices)

Keywords: Intrinsic Touch Point, Product Brand Message, Price Brand Message, Promotion Brand Message, Place Brand Message, Physical Evidence Brand Message, Process Brand Message, People Brand Message, Central Processing, Peripheral Processing, Central Route, Peripheral Route, Customer Cognitive Response, Customer Affective response, Cognitive Path, Affective Path

Many companies in various industries face a challenging effort to carry out a marketing communication activity for the products and services they sell, including Shin Men Japanese Resto. This restaurant has expanded to Tangerang in Alam Sutera Mall and attempts to communicate its brand message about healthy Japanese authentic cuisine and Japanese tradisional foodservice atmosphere. For creating, delivering, and communicating its brand message to achieve customer cognitive and affective response, Intrinsic Touch Point is implemented, which illustrates a situation between a customer and a brand during the process of using and buying the brand through many types of brand message.

This research aimed to analyse the thought process of customer cognitive and affective response toward brand messages within Intrinsic Touch Point of Shin Men Japanese Resto using Elaboration Likelihood Model point of view by conducting a quantitative approach and a survey method to collect data. Data collection is obtained through literature study sources and answered questionnaires by respondents who have at least visited Shin Men Japanese Resto for once and made a transaction during their visit. There were 155 respondents that participated in this survey.

References: 25 (1994 – 2010)

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(xix + 180 halaman: 70 gambar; 17 tabel; 21 lampiran)

Kata Kunci: *Intrinsic Touch Point, Product Brand Messages, Price Brand Message, Promotion Brand Message, Place Brand Messages, Physical Evidence Brand Messages, Process Brand Messages, People Brand Messages, Central Processing, Peripheral Processing, Central Route, Peripheral Route, Customer Cognitive Response, Customer Affective response, Cognitive Path, Affective Path*

Banyak perusahaan dalam berbagai industri menghadapi upaya yang menantang untuk melakukan kegiatan komunikasi pemasaran demi produk dan jasa yang mereka jual, termasuk Shin Men Japanese Resto. Restoran ini melakukan ekspansi ke Tangerang di dalam Mall Alam Sutera dan berupaya untuk mengkomunikasikan pesan mereknya mengenai makanan khas Jepang yang sehat dan suasana pelayanan penyedia makanan khas Jepang yang tradisional. Untuk membuat, menyampaikan, dan mengkomunikasikan pesan mereknya dengan tujuan mencapai respon kognitif dan afektif dari pelanggan, *Intrinsic Touch Point* di implementasikan, yang mengilustrasikan suatu situasi antara seorang pelanggan dan sebuah merek selama proses penggunaan dan pembelian suatu merek berlangsung melalui berbagai macam tipe dari pesen merek.

Penelitian ini bertujuan untuk menganalisa proses pemikiran dari respon para pelanggan, termasuk kognitif dan afektif, terhadap pesan - pesan merek dalam *Intrinsic Touch Point* dari Shin Men Japanese Resto dengan menggunakan *Elaboration Likelihood Model* dengan melakukan pendekatan kuantitatif dan metode survei untuk mengumpulkan data. Pengumpulan Data diperoleh melalui sumber studi pustaka dan kuesioner yang terjawab dari responden yang pernah mengunjungi Shin Men Japanese Resto dan melakukan transaksi selama kunjungan. Terdapat sebanyak 155 responden yang berpartisipasi dalam survey ini.

Referensi: 25 (1994 – 2010)