

ABSTRACT

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THE IMPACT OF FUNCTIONAL BRAND QUALITIES AND INTANGIBLE BRAND QUALITIES TOWARDS PERCEIVED VALUE

(xviii + 121 pages; 11 figures; 28 tables; 4 appendix)

The role of functional brand qualities of brand innovation and quality, and intangible or symbolic brand qualities of brand experience and brand personality are considered as key theoretical constructs in branding. However, this study aims to explore and understand the degree of impact that functional brand qualities have towards the intangible brand qualities, and how both functional and intangible brand qualities ultimately contribute to perceived value. This study applies the conceptual model on a specific brand within a specified demographic, with Apple being the specific brand, and a specific sample of 253 Millennial Apple users between ages 20 to 40 in Indonesia collected through non-probability judgmental (purposive) sampling. All of the data is processed using SmartPLS ver. 3.3.2 software. Findings from this research have shown the significance of the direct impact that brand innovation has towards perceived quality, brand experience and brand personality, yet brand innovation does not have much direct impact towards perceived value. Moreover, perceived quality also shows significant impact towards brand experience and perceived value, yet not so much towards brand personality. Brand experience also shows significant impact towards brand personality and perceived value. However, brand personality does not show significant impact towards perceived value.

References: 70 (1961 – 2020)

Keywords: Branding, Brand Innovation, Perceived Quality, Brand Experience, Brand Personality, Perceived Value