

ABSTRACT

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THE IMPACT OF FUNCTIONAL BRAND QUALITIES AND INTANGIBLE BRAND QUALITIES TOWARDS PERCEIVED VALUE FOR TOYOTA IN INDONESIA

(XIII + 97 pages; 10 figures; 21 tables; 4 appendix)

The role of functional brand characteristics such as innovation and quality, as well as intangible or symbolic brand characteristics such as brand experience and personality, are regarded as critical theoretical constructs in branding. However, the purpose of this study is to determine and comprehend the extent to which functional brand qualities influence intangible brand qualities, as well as the extent to which both functional and intangible brand qualities eventually contribute to perceived value. This study applies the conceptual model to a specific brand within a specified demographic, using Toyota as the specific brand and a non-probability judgemental (purposive) sample of 250 car users in Indonesia ranging in age from 17 to 65. SmartPLS ver. 3.3.2 software is used to process all data. The findings of this research established the importance of the direct impact that brand innovation has towards perceived quality and brand experience, yet brand innovation does not have much direct impact towards brand personality and perceived value. Additionally, perceived quality has a substantial effect on brand experience, brand personality and perceived value. Brand experience also shows significant impact towards brand personality. However, brand experience does not show significant impact towards perceived value.

References: 67 (1975 – 2021)

Keywords: Branding, Brand Innovation, Perceived Quality, Brand Experience, Brand Personality, Perceived value.