ABSTRACT

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"THE INFLUENCE OF GLOCALIZATION STRATEGY BY MCDONALDS TOWARDS INDONESIAN CONSUMER BRAND PREFERENCE"
(xv + 67 pages: 6 figures; 21 tables; 18 attachment)

In the era of globalization where countries open their doors for international business, multinational companies influence the capacity to expand to the global market and began to take pride with the ability to acclimate the distant parts of the world. McDonalds, a leading global fast-food brand expand to countries all over the world including Indonesia. However, in Indonesia, they face a challenge as they still ranked below another brand. To face the challenge McDonald's adapt the "glocalization strategy" which means balancing the international and local aspects to attract both global and local consumers as well to increase its value to influence the consume brand preference. This research was conducted to study more about the influence of glocalization strategy towards the brand preference using the quantitative method where the data that has been collected through questionnaire with 32 respondents for the pre-requisite test and 115 respondents for the actual analysis was obtained in the form of numbers and was analyzed using the SPSS Amos software. The results revealed that the Glocalization strategy affect the brand preference through the intervening variables which is the perceived brand localness, perceived brand globalness and customer perceived value and based on the result of the regression model, glocalization has a significant impact on perceived brand globalness.

Keywords: Glocalization Strategy, Perceived Brand Globalness, Perceived Brand Localness, Customer Perceived Value, Brand Preferrence.

Reference: 56 (2012-2021)

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(xv + 67 halaman: 6 gambar; 21 tabel; 18 lampiran)

Di era globalisasi di mana negara-negara membuka pintu mereka untuk bisnis internasional, perusahaan multinasional mempengaruhi kapasitas untuk memperluas ke pasar global dan mulai bangga dengan kemampuan untuk menyesuaikan diri dengan bagian dunia yang jauh. McDonalds, merek makanan cepat saji global terkemuka berekspansi ke negara-negara di seluruh dunia termasuk Indonesia. Namun, di Indonesia, mereka menghadapi tantangan karena peringkat mereka masih di bawah merek lain. Untuk menghadapi tantangan tersebut McDonald's mengadaptasi "strategi glokalisasi" yang berarti menyeimbangkan aspek internasional dan lokal untuk menarik konsumen global dan lokal serta meningkatkan nilainya untuk mempengaruhi preferensi merek konsumen. Penelitian ini dilakukan untuk mempelajari lebih dalam tentang pengaruh strategi glokalisasi terhadap preferensi merek dengan menggunakan metode kuantitatif dimana data yang telah dikumpulkan melalui kuesioner dengan 32 responden untuk uji prasyarat dan 115 responden untuk analisis aktual diperoleh di berbentuk angka dan dianalisis menggunakan software SPSS Amos. Hasil penelitian menunjukkan bahwa strategi Glokalisasi berpengaruh terhadap preferensi merek melalui variabel intervening yaitu persepsi lokalitas merek, persepsi global merek dan nilai persepsi pelanggan.

Kata Kunci: strategi glokalisasi, persepsi global merek, persepsi lokalitas merek, nilai persepsi pelanggan, preferensi merek.

Referensi: 56 (2012-2021)