

ABSTRAK

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ANTESEDEN DARI *MEMORABLE EXPERIENCE* SERTA *BRAND ALLIANCE ATTITUDE* TERHADAP KONSEKUENSINYA (STUDI PENGGUNAAN KARAKTER *SUPERHERO* PADA MEREK LOKAL DI INDONESIA)

(vii; 169 halaman; 33 tabel; 18 gambar)

Tujuan dari penelitian ini adalah untuk menganalisis dan menguji pengaruh *consumption value* karakter *superhero* dengan *memorable experience* dari penggunaan lisensi karakter *superhero* pada merek lokal. Lebih lanjut, menganalisis pengaruh *memorable experience* bersama *host brand attitude* untuk membentuk *brand alliance attitude*, serta dampak *brand alliance attitude* terhadap *willingness to pay more* (WTPM) dan *positive electronic word of mouth* (e-WOM). Metode penelitian ini menggunakan kuantitatif survei dengan pendekatan *Partial Least Square-Structural Equation Modeling* (PLS-SEM) untuk menganalisis data. Responden diambil secara *purposive sampling* dengan kriteria tertentu yang merupakan konsumen yang pernah membeli dan menggunakan produk berkarakter *superhero*. Didapatkan 1099 responden yang memenuhi syarat sebagai sampel penelitian ini. Hasil penelitian ini menunjukkan bahwa dari kedua belas hipotesis hasilnya didukung (*supported*) berdasarkan signifikansi dan arah yang positif sesuai hipotesis. Hasil penelitian ini menunjukkan bahwa *brand alliance attitude* mempunyai dampak yang signifikan terhadap WTPM dan positif e-WOM. *Memorable experience* dan *host brand attitude* secara bersamaan telah terbukti mempunyai pengaruh signifikan terhadap *brand alliance attitude*, dimana nilai koefisiennya sedikit lebih tinggi dari *host brand attitude*. Selanjutnya, *memorable experience* dipengaruhi lebih kuat oleh *emotional value* dibandingkan dengan *symbolic value* yang juga mempunyai pengaruh signifikan. *Emotional value* ini dipengaruhi oleh elemen *entertainment* kemudian diikuti oleh *self-congruity* dan *familiarity*, sedangkan *familiarity* ini mempunyai pengaruh paling kuat pada *symbolic value*. Hasil studi ini memberikan implikasi manajerial untuk manajemen pemberi lisensi bisnis (*licensor*) dan pemilik merek lokal, serta saran untuk pengembangan studi selanjutnya.

Kata kunci: Karakter *superhero*, *memorable experience*, *brand alliance attitude*, *willingness to pay more*, *positive e-WOM*.

ABSTRACT

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ANTECEDENTS OF MEMORABLE EXPERIENCE AND BRAND ALLIANCE ATTITUDE TOWARD ITS CONSEQUENCES (STUDY THE USAGE OF SUPERHEROES CHARACTER ON LOCAL BRAND IN INDONESIA)

(viii; 169 pages, 33 tables, 18 figures)

This research aims to analyse and test the effect from consumption value of superhero characters with a memorable experience from the usage of superhero characters licences on local brands. Furthermore, analysing the impact of a memorable experience with host brand attitude could shape the brand alliance attitude, as well as the impact of brand alliance attitude on willingness to pay more (WTPM) and positive electronic word of mouth (e-WOM). Thus, to analyse this research, a quantitative survey conducted using the Partial Least Square-Structural Equation Modelling (PLS-SEM) approach was used for data analysis. The respondents were carried out purposively with particular criteria, which are the consumers who have purchased and used products with logo or design of superhero character. A total of 1099 respondents meet the requirements as the sample for this study. The twelve hypotheses developed in this research model have supported significantly in a positive direction corresponding to the hypothesis. The finding shows that brand alliance attitude has a significant impact on WTPM and positive e-WOM. A memorable experience and host brand attitude simultaneously have proven significantly to brand alliance attitude, where the coefficient value is slightly higher than host brand attitude. Furthermore, the memorable experience was strongly affected by emotional value compared to symbolic value. This emotional value is influenced by elements of entertainment then followed by self-congruity and familiarity. While familiarity is the substantial influence on the symbolic value. This study provides managerial implications for licensors management, local brand owners and provides suggestions for future studies as well.

Keywords: *Superhero character, memorable experience, brand alliance attitude, willingness to pay more (WTPM), positive electronic word of mouth (e-WOM).*