

ABSTRAK

Judul: PENGARUH BRAND UNIQUENESS, SELF-EXPRESSIVE, PRESTIGE OF THE BRAND, HEDONIC BRAND, DAN CONSUMER'S EXTRAVERSION TERHADAP BEHAVIORAL INTENTION YANG DIINTERMEDIASI OLEH BRAND PASSION PADA SEPEDA MEREK "AGENT SERIES" DI SURABAYA

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Brand passion dapat didefinisikan sebagai "*a primarily affective, extremely positive attitude toward a specific brand that leads to emotional attachment and influences relevant behavioral factors*" (Bauer, 2007). Jika konsumen sudah merasakan *passionate* terhadap suatu merek, mereka akan terjalin hubungan emosional dengan merek tersebut dan dapat merasakan kehilangan apabila merek itu tidak *available* lagi. Maka, komponen daripada *passion* ini penting untuk dianalisa untuk memahami konsumen lebih dalam. Tujuan dari penelitian ini adalah untuk mengukur *brand passion* dari merek "*Agent Series*" atau dengan kata lain seberapa *passionate* merek ini di pikiran konsumen terhadap *behavioral intention*.

Penelitian ini menggunakan *Structural Equation Modelling* (SEM) dengan bantuan *software Partial Least Square* (PLS). Analisa mengenai korelasi antara *brand uniqueness* dan *brand passion*, *self-expressive* dan *brand passion*, *prestige of the brand* dan *brand passion*, *hedonic brand* dan *brand passion*, *consumer's extraversion* dan *brand passion*, dan juga *brand passion* terhadap *behavioral intention*.

Hasil menunjukkan bahwa adanya korelasi yang signifikan diantara variabel-variabel yang telah disebutkan diatas.

Keywords: *brand uniqueness, self-expressive, prestige of the brand, hedonic brand, consumer's extraversion, brand passion, behavioral intention.*

ABSTRACT

Title: PENGARUH *BRAND UNIQUENESS, SELF-EXPRESSIVE, PRESTIGE OF THE BRAND, HEDONIC BRAND, DAN CONSUMER'S EXTRAVERSION* TERHADAP *BEHAVIORAL INTENTION* YANG DIINTERMEDIASI OLEH *BRAND PASSION* PADA SEPEDA MEREK "AGENT SERIES" DI SURABAYA

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Brand passion can be defined as “a primarily affective, extremely positive attitude toward a specific brand that leads to emotional attachment and influences relevant behavioral factors” (Bauer, 2007). If the consumer can feel and experience how passionate a brand is, they will connect each other in emotional way with that brand and will feel lose if the brand is not available anymore. Thus, the component “passion” is very important to be analyzed to understand the consumer deeply. The purpose of this research is to measure brand passion from the brand “Agent Series” or in other word how passionate this brand in the consumer’s mind toward their behavioral intention.

This research used Structural Equation Modelling (SEM) with the help of software Partial Least Square (PLS). There were analysis about the correlation between brand uniqueness and brand passion, self-expressive and brand passion, prestige of the brand and brand passion, hedonic brand and brand passion, consumer’s extraversion and brand passion, and also brand passion toward behavioral intention.

Results showed that there was significant correlation between variables, which stated above.

Keywords: *brand uniqueness, self-expressive, prestige of the brand, hedonic brand, consumer’s extraversion, brand passion, behavioral intention.*