

## ABSTRAK

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### **FAKTOR-FAKTOR YANG MEMPENGARUHI *BRAND EQUITY* PADA RESTORAN SUSHI HIRO DI INDONESIA**

(x + 103 halaman; 4 gambar; 12 tabel)

Sushi Hiro menghadirkan variasi masakan Japanese seperti makanan laut dengan kualitas terbaik yang tersedia dari perairan lokal dan internasional dengan harga *affordable*. Sushi Hiro memiliki *ambience* yang tenang, itu terlihat dari konsep zen yang dihadirkan. Bersih, *simple* dan tertata rapih terkesan natural dan kehidupan digambarkan dengan adanya pepohonan di dalamnya sehingga membuat *customer* nyaman dan betah berlama-lama. Penelitian ini bertujuan untuk mengetahui pengaruh positif *sensory, affective, intellectual, behavioral experience* pada *willingness to pay more, word of mouth* dan *repurchase intention*. satu objek penelitian ini adalah makanan khas dari Jepang yaitu Sushi. Salah satunya *restaurant* Sushi yang ada di Jakarta Selatan tepatnya di Street gallery, Pondok Indah Mall. Subjek penelitian dalam semua penelitian ini adalah orang-orang yang pernah datang dan makan di restoran Jepang Sushi Hiro di Street Gallery Pondok Indah Mall, Jakarta Selatan. Jenis penelitian ini adalah penelitian kualitatif. Teknik pengambilan sampel yang digunakan untuk penelitian ini adalah *non-probability sampling*. Jumlah sampel adalah 240 lalu alat analisis menggunakan *Partial Least Square (PLS)*, SmartPLS 3.2.8. Berdasarkan pada hasil uji hipotesis menunjukkan hasil penelitian bahwa semua hipotesis diterima kecuali beberapa *variable* yang memang tidak memiliki pengaruh yang signifikan diantaranya yaitu *sensory experience, affective experience* dan *behavioral experience* tidak berpengaruh terhadap *willingness to pay more, affective experience* dan *behavioral experience* tidak berpengaruh terhadap *word of mouth* dan *repurchase intention*.

Kata Kunci: *Sensory Experience, Affective Experience, Behavioral Experience, Intellectual Experience, WPM, WOM, Repurchase Intention, Brand Equity*

## **ABSTRACT**

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### ***FACTORS AFFECTING BRAND EQUITY IN HIRO SUSHI RESTAURANTS IN INDONESIA***

(x + 103 pages; 4 figures; 12 tables)

*Sushi Hiro presents a variety of Japanese cuisine such as seafood of the highest quality available from local and international waters at affordable prices. Sushi Hiro has a calm ambience, that can be seen from the zen concept it presents. Clean, simple and neatly arranged, it seems natural and life is depicted by the presence of trees in it so that it makes customers comfortable and feel at home for long. This study aims to determine the positive influence of sensory, affective, intellectual, behavioral experience on willingness to pay more, word of mouth and repurchase intention. one object of this research is a typical food from Japan, namely Sushi. One of them is a Sushi restaurant in South Jakarta, to be precise, on Street gallery, Pondok Indah Mall. The research subjects in all of these studies were people who had come and eaten at the Japanese restaurant Sushi Hiro at Street Gallery Pondok Indah Mall, South Jakarta. This type of research is qualitative research. The sampling technique used for this research is non-probability sampling. The number of samples is 240 and the analysis tool uses Partial Least Square (PLS) SmartPLS 3.2.8. Based on the results of hypothesis testing, the research results show that all hypotheses are accepted except for a few variables which do not have a significant effect, including sensory experience, affective experience and behavioral experience that do not affect willingness to pay more, affective experience and behavioral experience do not affect words. word of mouth and repurchase intention.*

*Keywords: Sensory Experience, Affective Experience, Behavioral Experience, Intellectual Experience, WPM, WOM, Repurchase Intention, Brand Equity*

References : 57 (2010 - 2021)