

ABSTRAK

Theresia Suryadi (01619220035)

ANTESEDEN DAN KONSEKUENSI *BRAND IDENTIFICATION* PADA MEREK SCARLETT WHITENING DI JABODETABEK

(CXXXIV + 134 halaman; 3 gambar; 13 tabel; 3 lampiran)

Penelitian ini bertujuan untuk menganalisis faktor yang mempengaruhi loyalitas merek produk Scarlett Whitening. Populasi penelitian ini adalah orang yang berdomisili di Jakarta, Bogor, Depok, Tangerang, dan Bekasi yang pernah menggunakan produk Scarlett Whitening dengan teknik pengambilan sampel purposive sampling dan menyebarkan kuesioner kepada total 274 responden. Data dianalisis menggunakan PLS-SEM. Hasil penelitian menunjukkan bahwa sikap terhadap iklan, kesesuaian nilai berpengaruh positif terhadap identifikasi merek dan citra merek. Identifikasi merek berpengaruh positif terhadap citra merek, keterlibatan merek, cinta merek, dan loyalitas merek. Citra merek berpengaruh positif terhadap cinta merek serta keterlibatan merek dan cinta merek berpengaruh positif terhadap loyalitas merek. Pembelanjaan iklan tidak berpengaruh terhadap identifikasi merek. Promosi moneter dan non- moneter tidak berpengaruh terhadap citra merek. Citra merek tidak berpengaruh terhadap loyalitas merek.

Kata Kunci: Advertising Spending, Attitudes toward Advertisement, Monetary Promotion, Non- Monetary Promotion, Brand Identification, Brand Image, Brand Love, Brand Engagement, Brand Loyalty

Referensi: (2000 – 2022)

ABSTRACT

Theresia Suryadi (01619220035)

ANTECEDENTS AND CONSEQUENCES OF *BRAND IDENTIFICATION* IN THE SCARLETT WHITENING BRAND IN JABODETABEK

(CXXXIV + 134 halaman; 3 gambar; 13 tabel; 3 lampiran)

This research aims to analyze the factors that influence *brand loyalty* for Scarlett Whitening products. The population of this study was people domiciled in Jakarta, Bogor, Depok, Tangerang and Bekasi who had used Scarlett Whitening products using a purposive sampling technique and distributing questionnaires to a total of 274 respondents. Data was analyzed using PLS-SEM. The results showed that attitudes towards advertisement, value congruity have a positive effect on brand identification and brand image. Brand identification has a positive effect on brand image, brand engagement, brand love and brand loyalty. Brand image has a positive effect on brand love. Brand engagement and brand love have a positive effect on brand loyalty. Advertising spending doesn't affect brand identification. Monetary and non- monetary promotion doesn't affect brand image. Brand image doesn't affect brand loyalty.

Kata Kunci: Advertising Spending, Attitudes toward Advertisement, Monetary Promotion, Non- Monetary Promotion, Brand Identification, Brand Image, Brand Love, Brand Engagement, Brand Loyalty

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