

ABSTRACT

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GLOBAL BRAND COMMITMENT IN INTERNATIONAL MARKET: THE FACTORS AFFECTING GLOBAL BRAND COMMITMENT

(xiv + 82: 6 figures, 30 tables, 3 appendices)

This quantitative research is to find out the effect of the independent variables such as brand innovativeness, brand customer orientation, brand self-relevance, and brand social responsibility towards global brand commitment in international market. Data collection was done using electronic questionnaire where a series of indicators derived from previous research from various scholars were used to assess the perception of respondents towards the research variables. 138 respondents that participated in this research are Indonesian citizens that lives in Jabodetabek area and therefore the data gathered from the respondents are further assessed using PLS-SEM performed in smartPLS. The result of measurement for hypothesis testing on factors affecting global brand commitment turned out to be supporting the hypothesis and leaving only one hypothesis unsupported. For further studies, the model can be further replicated and assess on using other independent variables to test the relationship between the independent and dependent variables.

Keywords: *Global Brand Commitment, Brand Innovativeness, Brand Customer Orientation, Brand Self-relevance, Brand Social Responsibility*

References: 65 (2007-2020)