

ABSTRAK

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“PENGARUH PERCEIVED VALUE TERHADAP BRAND CHOICE YANG DIMEDIASI *Brand Authenticity* DAN *BRAND TRUST* (STUDI PADA KONSUMEN SUSU MURNI NASIONAL JAWA BARAT)”

Indonesia merupakan salah satu negara dengan konsumsi susu terendah dibandingkan dengan negara lainnya, meskipun demikian persaingan pada industri susu di Indonesia cukup kompetitif dengan banyaknya brand susu *ready to drink*. Penelitian ini menguji pengaruh *brand trust*, *Brand Authenticity*, *healthy value*, *economic value*, *sensory value*, *Nostalgic Value* dan *social value* terhadap *brand choice*. Penelitian ini dilakukan pada 197 konsumen di Kota Bandung. Jenis penelitian yang digunakan adalah kuantitatif dengan teknik analisa SEM-PLS. Hasil penelitian menunjukkan bahwa *brand trust* dan *Brand Authenticity* memiliki pengaruh signifikan terhadap *brand choice*, begitu juga dengan *Brand Authenticity* memiliki pengaruh terhadap *brand trust*. *Healthy value*, *sensory value* dan *Nostalgic Value* memiliki pengaruh signifikan terhadap *brand authentic*, sedangkan hanya *Nostalgic Value* yang berpengaruh terhadap *brand trust*.

Referensi : 52 (2013-2023)

Kata Kunci : Kepercayaan Merek, Keaslian Merek, Nilai Sehat, Nilai Ekonomi, Nilai Sensorik, Nilai Nostalgia, Nilai Sosial, Pilihan Merek, Industri Susu

ABSTRACT

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“THE EFFECT OF PERCEIVED VALUE ON BRAND CHOICE MEDIATED Brand Authenticity AND BRAND TRUST (STUDY ON SUSU MURNI NASIONAL WEST JAVA)”

Indonesia is one of the countries with the lowest consumption of milk compared to other countries, even so the competition in the dairy industry in Indonesia is quite competitive with the many brands of ready-to-drink milk. This study examines the influence of brand trust, Brand Authenticity, healthy values, economic values, sensory values, Nostalgic Values and social values on brand choice. This research was conducted on 197 consumers in the city of Bandung. The type of research used is quantitative with SEM-PLS analysis techniques. The results of the study show that brand trust and Brand Authenticity have a significant influence on brand choice, as well as Brand Authenticity have an influence on brand trust. Healthy value, sensory value and Nostalgic Value have a significant influence on brand authentic, while only Nostalgic Value has an effect on brand trust.

References : 52 (2013-2023)

Keywords : Brand trust, Brand Authenticity, Healthy value, Economic value, Sensory value, Nostalgia Value, Social value, Brand choice, Dairy Industry