

ABSTRAK

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PENGARUH *CONSUMPTION VALUE* PADA *BRAND CHOICE* DIMEDIASI OLEH *BRAND EXPERIENCE* (STUDI PADA MEREK SUSU MORINAGA™)

Penelitian ini bertujuan untuk menguji dan menganalisis tentang TCV (*Theory Consumption Value*), yang melibatkan *healthy value*, *economic value*, *sensory value*, *innovativeness value*, dan *social value*, terhadap *brand experience* serta dampaknya terhadap pemilihan merek (*brand choice*) dengan mempertimbangkan moderasi *social media engagement*. Pengujian model penelitian, yang telah dimodifikasi dari penelitian sebelumnya, dilakukan secara kuantitatif dengan menggunakan data survei. Data tersebut dikumpulkan dari konsumen yang pernah membeli susu Morinaga™. Metode penelitian ini bersifat kuantitatif survei dengan rancangan data *cross-sectional*. Responden dipilih melalui *purposive sampling*, dan kuesioner disebarikan secara online. Dari responden yang memenuhi syarat, sebanyak 216 sampel dianalisis dengan menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa kelima variabel TCV (*Theory of Consumption Value*) memiliki pengaruh yang signifikan pada *brand experience*. Pengaruh yang paling kuat teridentifikasi pada *economic value*, diikuti oleh *sensory value* dan *social value*. *Brand experience* memberikan dampak positif pada pemilihan merek pembelian selanjutnya, dengan adanya moderasi oleh faktor *social media engagement*. Temuan penelitian menunjukkan bahwa interaksi sosial media yang dilakukan konsumen dapat memperkuat hubungan antara *brand experience* dan *brand choice*. Implikasi manajerial dari penelitian ini dapat diambil untuk pertimbangan pengembangan produk berdasarkan variabel-variabel yang sudah diteliti oleh penelitian ini.

Kata kunci: *Brand experience, brand choice, customer perceived value*

ABSTRACT

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THE INFLUENCE OF CONSUMPTION VALUE ON BRAND CHOICE MEDIATED BY BRAND EXPERIENCE (STUDY ON MORINAGA™ MILK BRAND)

This study aims to test and analyze TCV (Theory of Consumption Value), which involves healthy value, economic value, sensory value, innovativeness value, and social value, on brand experience and its impact on brand choice by considering moderation of social media engagement. Testing the research model, which has been modified from previous research, is done quantitatively using survey data. The data is collected from consumers who have purchased Morinaga™ milk. This research method is a quantitative survey with cross-sectional data design. Respondents were selected through purposive sampling, and questionnaires were distributed online. Of the eligible respondents, 216 samples were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results showed that all five TCV (Theory of Consumption Value) variables have a significant influence on brand experience. The strongest influence was identified on economic value, followed by sensory value and social value. Brand experience has a positive impact on the selection of the next purchase brand, moderated by the social media engagement factor. The research findings indicate that consumers' social media interactions can strengthen the relationship between brand experience and brand selection. Managerial implications of this research can be taken for product development considerations based on the variables that have been examined by this study.

Keywords: *Brand experience, brand choice, customer perceived value*