

RINGKASAN

Penelitian ini merupakan survei pada masyarakat di seluruh Indonesia. Penelitian ini mengambil judul: “Antecedents And Consequences Of Brand Preference (Study Of Customer On Kick Avenue)”.

Populasi dalam penelitian ini adalah masyarakat di seluruh Indonesia yang pernah membeli produk di Kick Avenue. Sampel pada penelitian ini sebanyak 270 responden yang diambil menggunakan metode purpose random sampling.

Hasil penelitian yang dilakukan dengan menggunakan analisis Structural Equation Modeling (SEM) diolah dengan software AMOS menunjukkan bahwa:

- (1) Self image congruence berpengaruh positif terhadap self brand connection.*
- (2) Self brand connection berpengaruh positif terhadap brand preference.*
- (3) Self image congruence berpengaruh positif terhadap brand preference.*
- (4) Brand prestige tidak berpengaruh terhadap brand preference.*
- (5) Brand preference berpengaruh positif terhadap purchase decision.*
- (6) Self image congruence berpengaruh positif terhadap purchase decision.*
- (7) Self brand connection memediasi pengaruh self image congruence terhadap brand preference.*
- (8) brand preference memediasi pengaruh self image congruence terhadap purchase decision.*

Kata kunci : Self Image Congruence, Brand Prestige, Self Brand Connection, Brand Preference, Purchase Decision.

SUMMARY

This research is a survey of communities throughout Indonesia. This study takes the title: "Antecedents And Consequences Of Brand Preference (Study Of Customer On Kick Avenue)".

The population in this study is people throughout Indonesia who have bought products on Kick Avenue. The sample in this study was 270 respondents taken using the purpose random sampling method.

The results of research conducted using Structural Equation Modeling (SEM) analysis processed with AMOS software show that: (1) Self image congruence has a positive effect on self brand connection. (2) Self brand connection has a positive effect on brand preference. (3) Self image congruence has a positive effect on brand preference. (4) Brand prestige has no effect on brand preference. (5) Brand preference has a positive influence on purchase decisions. (6) Self image congruence has a positive effect on purchase decisions. (7) Self brand connection mediates the effect of self image congruence on brand preference. (8) Brand preference mediates the influence of self-image congruence on purchase decisions.

Keywords: Self Image Congruence, Brand Prestige, Self Brand Connection, Brand Preference, Purchase Decision.