

RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh konsistensi citra merek, keaslian perluasan merek, kecocokan perluasan merek terhadap penerimaan perluasan merek Starbucks dengan dimediasi kepercayaan merek pada studi produk kopi siap minum Starbucks. Penelitian ini merupakan penelitian kuantitatif dengan metode survei kepada konsumen produk kopi kaleng Starbucks yang ada di Indonesia. Populasi dalam penelitian ini ialah masyarakat Indonesia yang berumur minimal 17 tahun dan pernah mengonsumsi produk kopi siap minum kemasan kaleng Starbucks (*Ready-To-Drink*). Jumlah Responden yang didapat dalam penelitian ini sebanyak 186 responden yang diambil berdasarkan metode *non-probability sampling*.

Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis Structural Equation Modeling (SEM) yang diolah dengan software AMOS menunjukkan bahwa : (1) Konsistensi citra merek berpengaruh secara positif terhadap penerimaan perluasan merek Starbucks. (2) Keaslian perluasan merek tidak berpengaruh terhadap penerimaan perluasan merek Starbucks (3) Kecocokan perluasan merek berpengaruh secara negatif terhadap penerimaan perluasan merek Starbucks. (4) Konsistensi citra merek tidak berpengaruh terhadap kepercayaan merek. (5) Keaslian perluasan merek berpengaruh secara positif terhadap kepercayaan merek. (6) Kecocokan perluasan merek berpengaruh secara positif terhadap kepercayaan merek. (7) Kepercayaan merek dapat memediasi secara parsial hubungan antara konsistensi citra merek terhadap penerimaan perluasan merek Starbucks. (8) Kepercayaan merek dapat memediasi secara penuh hubungan antara keaslian perluasan merek terhadap penerimaan perluasan merek Starbucks. (9) Kepercayaan merek dapat memediasi secara parsial hubungan antara kecocokan perluasan merek terhadap penerimaan perluasan merek Starbucks.

Kata kunci: Citra Merek, Keaslian Merek, Kecocokan Merek, Kepercayaan Merek, Perluasan Merek

SUMMARY

This study aims to determine the effect of brand image consistency, brand extension authenticity, brand extension fit on brand extension acceptance of Starbucks mediated by brand trust in the study of Starbucks ready-to-drink coffee products. This research is a quantitative study with a survey method to consumers of Starbucks canned coffee products in Indonesia. The population in this study are Indonesians who are at least 17 years old and have consumed Starbucks canned coffee products (Ready-To-Drink). The number of respondents obtained in this study were 186 respondents who were taken based on the non-probability sampling method.

Based on the results of research conducted using Structural Equation Modeling (SEM) analysis processed with AMOS software, it shows that: (1) Brand image consistency has a positive effect on brand extension acceptance of Starbucks. (2) Brand extension authenticity has no effect on brand extension acceptance of Starbucks (3) Brand extension fit negatively affects brand extension acceptance of Starbucks. (4) Brand image consistency has no effect on brand trust. (5) Brand extension authenticity has a positive effect on brand trust. (6) Brand extension fit has a positive effect on brand trust. (7) Brand trust can partially mediate the relationship between brand image consistency and brand extension acceptance of Starbucks. (8) Brand trust can fully mediate the relationship between brand extension authenticity and brand extension acceptance of Starbucks. (9) Brand trust can partially mediate the relationship between brand extension fit and brand extension acceptance of Starbucks..

Keywords: Brand Image, Brand Authenticity, Brand Fit, Brand Trust, Brand Extension