

ANALISIS PERBEDAAN PENGARUH FUNGSI MEREK TERHADAP RESPON KONSUMEN ANTARA MEREK HEDONIK DAN MEREK UTILITARIAN

Diajukan Oleh :

Eko Yuliani

16652/IV-3/1520/01

INTISARI

Penelitian ini dilakukan untuk menguji pengaruh fungsi merek terhadap respon konsumen. Khususnya menganalisa bagaimana fungsi garansi, fungsi identifikasi personal, fungsi identifikasi sosial dan fungsi status mempengaruhi kesediaan konsumen untuk menerima perluasan merek, merekomendasikan serta bersedia membayar dengan harga premium. Model penelitian ini merupakan pengembangan dari model yang dikemukakan oleh Belén del Rio *et al.*, (2001) dalam artikelnya yang berjudul “*The effects of brand associations on consumer response*” dengan menganalisa pengaruhnya pada merek hedonik dan merek utilitarian.

Dengan menggunakan alat analisis *Structural Equation Modeling* dalam program AMOS 4.01, hasil penelitian menunjukkan bahwa terdapat perbedaan pengaruh dimensi fungsi antara merek hedonic dan merek utilitarian. Hasil penelitian menunjukkan bahwa dimensi fungsi merek lebih potensial berpengaruh pada merek hedonic daripada pengaruhnya pada merek utilitarian.

Kata-kata kunci : Dimensi Fungsi merek, kesediaan menerima perluasan merek, rekomendasi, price premium, merek hedonik dan merek utilitarian.

The difference effect of brand function on consumer response between hedonic brand and utilitarian brand

Proposed :

Eko Yuliani

16652/IV-3/1520/01

ABSTRACT

This research is carried out to test the effect of brand function on consumer response between hedonic brand and utilitarian brand. Especially on how guarantee function, personal identification function, sosial identification function, status function, influence consumer willingness to accept possible brand extensions, to recommend the brand, and consumer willingness to pay at price premium. The model of this research is advanced by Belén del Rio *et al.*, (2001) in his article entitled “The effects of brand associations on consumer response” by analyzing their effect on hedonic and utilitarian brand.

By using analysis instrument of Structural Equation Modeling in AMOS 4.01 program, the result explained that there are differences effect on consumer response between hedonic brand and utilitarian brand. Such finding show that brand function more potential influence on hedonic brand than on utilitarian brand.

Keywords : Guarantee function, personal identification function, sosial identification function, status function , extension, recommendation, price premium, and hedonic and utilitarian brand.