

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh citra merek *doppelganger* Coca-Cola terhadap keaslian strategi pencitraan emosional perusahaan, persepsi pelanggan, dan kelayakan pelanggan di Indonesia. Penelitian ini merupakan penelitian kuantitatif yang menggunakan *purposive sampling* sebagai metode sampling yang merupakan salah satu jenis metode non probability sampling. Sebagai ukuran sampel, terdapat 121 responden yang mengenali dan sebelumnya pernah membeli produk Coca-Cola di Indonesia. Data dikumpulkan menggunakan Skala Likert 5 poin kuesioner secara online. Metode pengolahan data menggunakan perangkat lunak SPSS Versi 23.0.0. Metode analisis yang digunakan merupakan *multivariate regression analysis*.

Pada penelitian ini, terdapat 3 hipotesis yang didukung oleh serangkaian metode pengukuran: reliability, validity, multicollinearity, heteroscedasticity, MANOVA, and t-test. Hasilnya menunjukkan bahwa citra merek *doppelganger* berhubungan dan mempengaruhi secara negatif terhadap strategi pencitraan emosional perusahaan, persepsi pelanggan, dan kelayakan pelanggan. Citra merek *doppelganger* memiliki pengaruh yang paling signifikan terhadap kelayakan pelanggan di Indonesia.

Kata kunci: Doppelganger brand image, Emotional branding strategy, Consumer perception, Customer loyalty

ABSTRACT

This research aims to examine the influence of doppelganger brand image of Coca-Cola on perceived authenticity of firm's emotional branding strategy, consumer perception, and customer loyalty in Indonesia. This research is a quantitative research that use purposive sampling as the sampling method which is one type of non-probability sampling method. For sample size, there are 121 respondents who are familiar and have bought Coca-Cola in Indonesia. The data were collected using an online 5-point Likert scale questionnaire. To process the data, the researcher use SPSS software version 23.0.0. Research using quantitative method with data analysis methods in the form of multivariate regression analysis.

There are three hypothesis that were accepted through a series of measurements: reliability, validity, multicollinearity, heteroscedasticity, MANOVA, and t-test. The result shows that doppelganger brand image significantly correlated and affected emotional branding strategy, consumer perception, and customer loyalty. Doppelganger brand image has the strongest relationship with customer loyalty.

Keywords: Doppelganger brand image, Emotional branding strategy, Consumer perception, Customer loyalty