

ANALISIS FAKTOR YANG MEMPENGARUHI BRAND RESONANCE MELALUI STUDI BRAND SALIENCE PADA PEMBACA HARIAN SUARA MERDEKA DI SEMARANG

MICHAELA PRATIWI WIJAYA

Program Studi Manajemen - S1, Fakultas Ekonomi & Bisnis,

Universitas Dian Nuswantoro Semarang

URL : <http://dinus.ac.id/>

Email : 211201001981@mhs.dinus.ac.id

ABSTRAK

Ekuitas merek tercapai bila terjadi ikatan psikologis antara merek dengan konsumen, sehingga tercipta Brand Resonance. Pemasar melakukan upaya untuk menciptakan resonansi merek. Penelitian ini mengkaji tentang faktor-faktor yang mempengaruhi Brand Resonance.

Penelitian ini bertujuan menguji lima hipotesis yaitu semakin tinggi Brand Salience maka semakin tinggi Brand Resonance, semakin tinggi Brand Salience maka semakin tinggi Keputusan Pembelian, semakin tinggi Keputusan Pembelian maka semakin tinggi Brand Feeling, semakin tinggi Perceived Quality maka semakin tinggi Brand Feeling, dan semakin tinggi Brand Feeling semakin tinggi Brand Resonance.

Sampel penelitian ini adalah para pembaca Surat Kabar Suara Merdeka yang mengambil keputusan pembelian dan tinggal di Semarang. Jumlah responden adalah 135 orang. Teknik analisis data menggunakan SEM (Structural Equation Model) dari paket software AMOS 19.

Pengukuran eksogen dan endogen telah diuji dengan menggunakan analisis konfirmatori. Selanjutnya dianalisis dengan Structural Equation Model (SEM) untuk pengujian hubungan kausalitas antar variabel-variabel yang mempengaruhi dan dipengaruhi oleh brand salience, keputusan pembelian, perceived quality, brand feeling dan brand resonance. Hasil pengujian telah memenuhi kriteria Goodness of Fit yaitu chi square = 103,351 ; probability = 0,075; GFI = 0,896; CFI = 0,967; TLI = 0,959; RMSEA = 0,044; CMIN/DF = 1,230.

Kesimpulan dari hasil penelitian ini menunjukkan bahwa untuk meningkatkan Brand Resonance dapat dicapai melalui Brand Feeling yang diperoleh dari keyakinan keputusan pembelian karena keminoranan merek (Brand Salience) serta mendukung pendapat Keller (2009) dan Suroija (2010).

Kata Kunci : Brand Salience, Keputusan Pembelian, Perceived Quality, Brand Feeling dan Brand Resonance

**ANALYSIS FACTORS THAT AFFECTING BRAND RESONANCE ON
STUDY OF BRAND SALIENCE ON SUARA MERDEKA DAILY
READERS IN SEMARANG**

MICHAELA PRATIWI WIJAYA

*Program Studi Manajemen - S1, Fakultas Ekonomi & Bisnis,
Universitas Dian Nuswantoro Semarang
URL : <http://dinus.ac.id/>
Email : 211201001981@mhs.dinus.ac.id*

ABSTRACT

Brand equity is achieved if physiological relationship among consumer and brand, so it would create what called brand resonance. Marketers attempt to create brand resonance. This research examines influential factors of brand resonance.

The research is intended to test five hypotheses. First, higher brand salience will create higher brand resonance. Second, the higher brand salience will make higher purchase decision. Third, the higher purchase decision will establish higher brand feeling. Fourth, the higher perceived quality will boost higher brand feeling. Fifth, higher brand feeling will attract higher brand resonance.

The sample of research is Suara Merdeka reader who are having the purchase decision, and living in Semarang. A number of respondent is 135 people. The researcher uses SEM (Structural Equation Model) and AMOS 19 software to analyze data.

Measurement of exogenous and endogenous has been examined by using confirmatory analysis. Furthermore, it is analyzed by SEM (Structural Equation Model) to review causality related to affecting and affected variables of brand salience, purchase decision, perceived quality, brand feeling, and brand resonance. The tested result has required goodness of fit : chi square of 103,351 ; probability = 0,075; GFI = 0,896; CFI = 0,967; TLI = 0,959; RMSEA = 0,044; CMIN/DF = 1,230.

The conclusion of the research shows that improving brand resonance can be obtained by brand feeling which is gained from steadiness of purchase decision by brand salience and also the result of the research supports Keller's (2009) and Suroija (2010).

Keyword : Brand salience, purchase decision, perceived quality, brand feeling, and brand resonance