

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengembangkan model yang komprehensif dengan mengukur pengaruh brand knowledge terhadap purchase decision dengan brand relationship sebagai variable intervening. Penelitian ini menerapkan desain penelitian deskriptif dengan menggunakan metode survei. Pengambilan sampel menggunakan convenient sampling sebagai teknik pengambilan sampel. Penelitian ini menggunakan pendekatan model persamaan struktural (structural equation modeling) – Lisrel untuk menguji pengaruh signifikansi dari keseluruhan model dan jalur yang telah ditentukan sebelumnya. Temuan menunjukkan bahwa brand awareness tidak berpengaruh signifikan terhadap brand satisfaction dan brand trust. Brand awareness tidak berpengaruh signifikan terhadap current purchase dan future purchase. Brand image memiliki pengaruh signifikan terhadap current purchase dan future purchase. Brand image memiliki pengaruh signifikan terhadap brand satisfaction dan brand trust. Brand satisfaction tidak berpengaruh signifikan terhadap brand attachment tetapi brand trust memiliki pengaruh signifikan terhadap brand attachment. Brand attachment memiliki pengaruh signifikan pada current purchase dan memiliki pengaruh signifikan pada future purchase. Current purchase berpengaruh signifikan terhadap future purchase.

Kata kunci:

Brand knowledge, brand relationship, brand awareness, brand image, brand satisfaction, brand trust, brand attachment, current purchase, and future purchase

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ABSTRACT

The purpose of this study is to develop a comprehensive model by measuring the influence of brand knowledge on purchase decisions with brand relationships as an intervening variable. The research is implementing descriptive research design using survey methods. Convenient sampling is used as sampling technique. These researchers used structural equation modeling - Lisrel to test the significance of the overall model and the specified path. The findings indicate the brand awareness has no significant effect on brand satisfaction and brand trust. Brand awareness does not have a significant effect on current purchase and future purchase. Brand image has a significant influence on current purchase and future purchase. Brand image has a significant influence on brand satisfaction and brand trust. Brand satisfaction does not have a significant effect on brand attachments, but brand trust has a significant influence on brand attachments. Brand attachments have a significant influence on current purchase and have a significant effect on future purchase. Current purchases have a significant effect on future purchase.

Keyword:

Brand knowledge, brand relationship, brand awareness, brand image, brand satisfaction, brand trust, brand attachment, current purchase, and future purchase

