

ABSTRAKSI

Imitasi semakin banyak dijumpai dan dipandang sebagai strategi pemasaran. Dengan berkembangnya merek-merek terkenal, tidak dapat dipungkiri terjadinya imitasi yang dilakukan oleh produsen curang untuk mengambil untung yang banyak. Sebagian besar *copycat brand* meniru fitur khas dari pemimpin merek. Pengaplikasian imitasi fitur ini merugikan dimana dapat melemahkan karakter dari pemimpin merek. Penelitian ini menguji bagaimana imitasi fitur (nama merek/logo) dan status merek (*exclusive luxury/luxury for the masses*) berpengaruh terhadap sikap konsumen atas pemimpin merek.

Penelitian ini dilakukan dengan metode *pretest-post-test experimental design*. Total partisipan yang berpartisipasi dalam penelitian berjumlah 120 orang. Hasil jawaban responden dalam kuesioner tersebut selanjutnya akan direkap dan ditabulasi. Hasil yang diperoleh dalam penelitian adalah sikap konsumen sebelum dan setelah terdapat informasi bahwa pemimpin merek diimitasi fitur oleh *copycat brand* terjadi penurunan, penurunan pada pengaplikasian imitasi fitur nama merek lebih banyak dibandingkan pengaplikasian imitasi fitur logo. Lebih lanjut sikap konsumen atas pemimpin merek mengalami penurunan pada pengaplikasian imitasi fitur merek *luxury for the masses* daripada merek *exclusive luxury*. Serta terdapat interaksi antara imitasi fitur dengan status merek terhadap sikap konsume atas pemimpin merek.

Kata kunci: Imitasi fitur, status merek, sikap konsumen atas merek

ABSTRACT

Imitation found more and more common and is seen as a marketing strategy. With the development of well-known brands, there is no doubt the imitation made by the manufacturer of cheating to take a lot of profit. Most copycat brands mimic the distinctive features of the brand leader. The application of this feature imitation harm which can weaken the character of the brand leader. This study examined how imitation feature (brand name / logo) and the status of the brand (exclusive luxury / luxury for the masses) effect on consumer attitudes over the brand leader.

This study was conducted using a pretest-posttest experimental. Total number of participants who participated in the study were 120 people. The results of the questionnaire respondents' answers will then be summarized and tabulated. The results obtained in this study are consumer attitudes before and after there is information that the brand leader imitated by copycat brand features a decline in, the decline in the application of imitation brand name features more than imitation application logo features. As well as consumer attitudes on the brand leader in the application of imitation decreasing feature luxury brand for the masses than the exclusive luxury brands. And there is an interaction between feature imitation with brand status on consumer attitude on the brand leader.

Keywords: Imitation feature, the status of the brand, consumer attitudes on brand