

RINGKASAN

**PENGARUH ASOSIASI MEREK CELANA JEANS LEE COOPER
BERDASARKAN FUNGSI MEREK TERHADAP RESPON KONSUMEN
DI SURABAYA**

NINDRIA UNTARINI

Penelitian tentang menguji analisa hubungan citra merek dan respon konsumen telah banyak dilakukan oleh peneliti sebelumnya, tanpa mempertimbangkan dimensi-dimensi asosiasi merek yang berbeda. Penelitian ini bertujuan untuk mengetahui pengaruh asosiasi merek berdasarkan dimensi-dimensi fungsi merek terhadap respon konsumen. Dimana dimensi-dimensi fungsi merek terdiri dari jaminan, identifikasi personal, identifikasi sosial, dan status. Sedangkan respon konsumen dalam penelitian ini berbentuk kesediaan membayar merek dengan harga premium, kesediaan merekomendasikan merek pada orang lain, dan kesediaan menerima perluasan merek untuk kategori produk lain.

Penelitian ini dilakukan pada para pengguna celana jeans Lee Cooper di Surabaya, yang telah membeli celana jeans tersebut maksimum dalam enam bulan terakhir di Lee Cooper *original store* Surabaya. Teknik pengambilan sampel *non probabilistik* dengan *purposive sampling*. Metode analisis yang digunakan dalam penelitian ini adalah *Canonical Correlation Analysis* yang merupakan bagian dari *Multivariate Analysis*. Data primer diolah dengan bantuan program Statistik Versi 6 dengan jumlah sampel 385.

Hasil analisis diketahui: uji *canonical loading* masing-masing variabel dalam kedua *set* variabel (variabel bebas dan variabel terikat) adalah positif dan cukup kuat yaitu diatas 0,5. Berarti adanya hubungan yang erat antara variabel bebas dengan variabel terikat. Sedangkan, dari uji *canonical weight* masing-masing variabel dalam kedua *set* variabel diketahui bahwa variabel bebas yang memberikan pengaruh terbesar untuk fungsi kanonik pertama adalah variabel jaminan (0,522061) dan variabel terikat yang memberikan pengaruh terbesar untuk fungsi kanonik pertama adalah variabel kesediaan membayar merek dengan harga premium (0,841917). Dari uji hipotesis, diketahui bahwa baik secara parsial maupun secara simultan terdapat pengaruh antara asosiasi merek celana jeans Lee Cooper berdasarkan fungsi merek dengan respon konsumen di Surabaya.

Penelitian mendatang diharapkan dapat dilakukan dengan kategori produk yang berbeda (bukan produk celana jeans), penentuan sampel yang lebih beragam dan lebih banyak, serta pemilihan merek-merek celana jeans lainnya (bukan celana jeans merek Lee Cooper) agar dapat mewakili seluruh konsumen celana jeans yang ada di Surabaya.

SUMMARY

THE INFLUENCE OF BRAND ASSOCIATIONS LEE COOPER JEANS BASED ON FUNCTION TOWARD CONSUMER RESPONSE IN SURABAYA

NINDRIA UNTARINI

The research has been conducted in order to investigate which brand association have strongest effects on consumer behavior. Some of these works only adopt a theoretical perspective, without performing an empirical test. Moreover, several of the empirical studies made analyzes the overall relation between brand association and consumer response, without considering the different dimensions of brand association. This research attempts to study the influence of brand associations based on the brand functions through the dimensions of guarantee, personal identification, social identification, and status on the consumer's willingness to pay a price premium for the brand, recommend it to others, and buy brand extensions.

The research was aimed at users of Lee Cooper jeans brand in Surabaya that had bought Lee Cooper jeans maximum in the last six months at Lee Cooper original stores in Surabaya, based on the non-probabilistic purposive sampling. The method of analysis used is Correlation Canonical Analysis, which is part of multivariate analysis. The Primary data were processed using Statistica 6.0 program with 385 sample.

The result show that: canonical loading test for each canonical variate for both variable set (independent variable and dependent variable) have loading exceeding 0.5. This indicates a high degree of intercorrelation among brand associations based on brand function through dimensions of guarantee, personal identification, social identification, and status on the consumer's willingness to pay a price premium for the brand, recommend it to others, and buy brand extensions. Based on, size of the weights, the order of contribution of independent variable to the first variate is guarantee (0,522061), and the dependent variable order on first variate is willingness to pay a price premium for the brand (0,841917). And from hypotheses test, the results show there is the influences of brand association based on function through the dimensions guarantee, personal identification, social identification, and status (partial and simulant) on the consumer's willingness to pay a price premium for the brand, recommend it to others, and buy brand extensions to pay a price premium for the brand, recommend

Future research would also be interesting to conduct a comprehensive multicategori analysis in order to identify the relative importance of various brand functions in different product categories, the more various sampling techniques and more samples, and selection of other brands so that to represent all users jeans in Surabaya.

ABSTRACT

THE INFLUENCE OF BRAND ASSOCIATIONS LEE COOPER JEANS BASED ON FUNCTIONS TOWARD CONSUMER RESPONSE IN SURABAYA

NINDRIA UNTARINI

The research was an empirical study about the dimensions of brand associations, focusing on the functions or value of the brand as perceived by consumers. In this way, four categories of functions are identified: guarantee, personal identification, social identification, and status. It has objective, to know the influence of brand associations based on function toward consumer's willingness to pay a price premium for the brand, recommend it to others, and buy brand extensions.

By way of hypotheses, it has been proposed that these functions have a positive influence on consumer's willingness to pay a price premium for brand, willingness to recommend the brand, and willingness to accept brand extensions. The hypotheses have been tested in the Surabaya Lee jeans market and were partially supported. The results obtained confirm the convenience of analysing brand associations separately and enable the ascertaining of the brand associations that are the most relevant in order to attain certain consumer responses.

Keywords: Brand equity, Brand Associations, Consumer attitudes.

Paraf : Pembimbing, Drs. Sri Gunawan, M.Com. DBA

