ABSTRAK

Dalam penerapan strategi perluasan produk, pemasar perlu memahami perilaku konsumen dalam menilai produk peperluasan tersebut. Menurut beberapa literatur, niat membeli produk perluasan dipengaruhi oleh sikap konsumen terhadap merk produk inti dan persepsi konsumen tentang kecocokan produk perluasan dengan produk inti. Pada penlitian ini, peneliti menerapkan kerangka berpikir pengambilan keputusan tersebut untuk produk yang melakukan perluasan yang berbeda kategori dengan produk inti yakni produk makanan ringan Richeese yang mengeluarkan produk perluasan restoran cepat saji Richeese Factory Di Surabaya, Indonesia. Dalam penelitian ini, peneliti mempertimbangkan pengaruh *brand awareness* dan *brand preference* terhadap niat membeli produk perluasan melalui *brand image*. Kemudian *brand image* dan *using experience* melalui sikap konsumen terhadap merk produk inti. Selain itu, peneliti juga mempertimbangkan *brand association* dan *product connection* terhadap niat beli produk perluasan melalui *consumer perceptional fit*. Peneliti menggunakan metode *structural equation modeling* untuk menguji hipotesis penelitian. Peneliti juga melakukan studi lapangan dengan melakukan analisis asosiasi merk Richeese di modern market di Surabaya. Total responden dalam penelitian ini sebanyak 351 responden yang pernah membeli dan mengkonsumsi makanan ringan Richeese. Peneliti menemukan bahwa factor yang paling dominan mempengaruhi secara signifikan niat membeli produk perluasan adalah *consumer perceptional fit* dan diikuti oleh sikap konsumen terhadap merk produk inti. Hal yang menarik dan berbeda dengan penelitian sebelumnya adalah using tidak memiliki pengaruh yang signifikan terhadap sikap konsumen pada merke produk inti. Hal ini dikarenakan produk sebelumnya adalah produk yang high involvement yakni perluasan software OS untuk Microsoft, sedangkan objek penelitian ini termasuk dalam kategori produk low involvement dimana produk tersebut memiliki resiko yang rendah dengan harga yang rendah sehingga tidak membutuhkan informasi yang sangat mendalam hingga membandingkan dengan pengalaman menggunakan produk sebelumnya. Selain itu, pengaruh *brand association* produk Richeese juga berpengaruh tidak signifikan terhadap *consumer perception fit*. Hal ini dikarenakan asosiasi merk produk Richeese kurang fokus dalam mempositioningkan identitas richeese. Riches pada awal mula produk identitasnya adalah produk makanan ringan warna kuning rasa keju. Namun seiiring berjalannya waktu, Richeese mengeluarkan makanan ringan rasa coklat, coklat putih bahkan rasa strawberry. Bahkan dewasa ini, Richeese mengeluarkan produk perluasan restoran cepat saji richeese factory. Selain itu, di jumlah makanan ringan yang berwarna kuning sebanyak 13 item. Hal terebut menyebabkan konsumen bingung dalam mengidentifikasi produk richeese.

Kata kunci   : Produk perluasan, niat membeli, *core brand attitude, core brand image, using experience, brand awareness, brand preference, consumer perceptional fit, brand association, product connection.*

ABSTRACT

In the application of product expansion strategies, marketers need to understand consumer behavior in assessing the extension product. According to some literatures, the intention of buying extension products is influenced by consumer attitudes toward core product brands and consumers' perceptions of the suitability of product extensions with core products. In this research, the researchers apply the decision-making thinking framework to products extending to different categories with core products that are Richeese snack products that release the expansion products of the Richeese Factory fast food restaurant in Surabaya, Indonesia. In this study, researchers consider the influence of brand awareness and brand preference on the intention of buying product extensions through brand image. Then brand image and through experience through consumer attitudes toward core product brands. In addition, researchers also consider brand association and product connection to purchase intentions of expansion products through consumer perceptional fit. The researcher uses structural equation modeling method to test the research hypothesis. The researcher also conducted a field study by analyzing the association of Richeese brand in modern market in Surabaya. Total respondents in this study as many as 351 respondents who had bought and consumed a Richeese snack. Researchers found that the most dominant factor significantly influence the intention of buying expansion product is consumer perceptional fit and followed by consumer attitude toward core product brand. What is interesting and different from previous research is using has no significant effect on consumer attitudes on merke core products. This is because the previous product is a high involvement product that is the expansion of OS software for Microsoft, while the object of this research is included in low involvement product category where the product has low risk with low price so it does not require very deep information to compare with experience The previous product. In addition, the influence of Richeese brand product association also had an insignificant effect on consumer perception fit. This is because Richeese brand product associations are less focused in positioning richeese identities. Riches at the beginning of his product identity is a yellow cheese flavored snack product. But as time went on, Richeese brought out snacks of chocolate, white chocolate and even strawberry flavor. Even today, Richeese is launching a fast-food restaurant richeese factory. In addition, the number of yellow snacks as many as 13 items. This causes consumers to be confused in identifying richeese products.

Keywords   : core brand attitude, core brand image, using experience, brand awareness, brand preference, consumer perceptional fit, brand association, product connection.