

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI BRAND EXTENSION ATTITUDE (STUDI MEREK MITSUBISHI)

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This research aims to find out analysis of factors that affect on brand extension at (case study: Mitsubishi). It contributes by describing six factors that affect customers' attitude toward brand extension: extension category attitude, product category familiarity, brand equity, customer value, value co-creation, and marketing capability. The sample of 300 Mitsubishi's customers is involved as respondent. Data analysis uses Structural Equation Modeling (SEM) with AMOS program version 23.

Results from this research explain that extension category attitude have direct effect which is positive and significant toward brand extension attitude. In other hand, brand equity has no impact toward brand extension attitude. Product category familiarity also has negative impact and significant toward brand extension attitude. The findings request brand manager to analyze the factors carefully when developing brand extension. Overall, this study contributes to the literature of industrial branding.

Keyword: brand extension attitude, extension category attitude, product category familiarity, brand equity, customer value, value co-creation, and marketing capability.