

Abstract

This study aims to see the influence of Brand Signature, Brand Attitude and Awareness of Consumer through Brand Reputation on Brand Performance Mie Sedaap. This study explains that brand signature involves consistent support of consumer attitudes towards the diffusion of brand names and brand logos. The signature of a brand also affects the attitude and reputation of the brand which serves to improve the performance of a brand, in this case Mie Sedaap. SEM-PLS was used to test the model proposed in this study. The results showed that the brand signature includes dissemination; brand attitude (brand association and brand trust); brand awareness consists of brand familiarity, and brand recognition; consistent in improving the brand reputation seen through the performance of the Mie Sedaap's brand.

Key words: Brand signature, brand attitude, reputation and brand performance.

ABSTRAK

Penelitian ini bertujuan untuk melihat pengaruh Brand Signature, Brand Attitude dan Awareness of Consumer melalui Brand Reputation terhadap Brand Performance Mie Sedaap. Penelitian ini menjelaskan bahwa tanda brand signature melibatkan dukungan yang konsisten dari sikap konsumen terhadap difusi nama merek dan logo merek. Signature dari sebuah merek juga memengaruhi sikap dan reputasi merek tersebut yang berfungsi untuk meningkatkan performa suatu brand dalam hal ini adalah Mie Sedaap. SEM-PLS digunakan untuk menguji model yang diusulkan dalam penelitian ini. Hasil penelitian menunjukkan bahwa signature merek mencakup diseminasi; sikap merek (asosiasi merek dan kepercayaan merek); kesadaran merek terdiri dari keakraban merek, dan pengenalan merek; konsisten dalam meningkatkan reputasi merek yang dilihat melalui performa merek Mie Sedaap.

Kata kunci: Brand signature, brand attitude, reputation and brand performance.