

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui apakah terdapat pengaruh dari sikap, persepsi kualitas, keunikan terhadap koneksi merek produk iPhone di Fakultas Ekonomi Universitas Kristen Maranatha. Media komunikasi pada era modern seperti sekarang ini membuat setiap individu sudah dapat berkomunikasi tanpa harus memikirkan jarak dan waktu. Salah satu alat bantu komunikasi tersebut adalah dengan menggunakan *smartphone*. Proses yang dilalui oleh seseorang dalam mencari, membeli, menggunakan, mengevaluasi, & bertindak pasca konsumsi produk, jasa maupun ide yang diharapkan bisa memenuhi kebutuhannya. Metode yang digunakan *non probability* dengan teknik *purposive* sampling. Sample yang digunakan mahasiswa/i Fakultas Ekonomi Universitas Kristen Maranatha yang pernah menggunakan produk Iphone. Hasil penelitian menunjukkan bahwa *Attitude Toward Brand*, *Perceived Quality*, dan *Brand Uniqueness* memiliki pengaruh terhadap *Self Brand Connections*.

Kata kunci: *Attitude Toward Brand*, *Perceived Quality*, *Brand Uniqueness*, dan *Self Brand Connections*.



ABSTRACT

The purpose of this study was to determine whether there is influence of attitudes, perception of quality, uniqueness of the product brand connections at the Faculty of Economics iPhone Maranatha Christian University. Media communication in the modern era like today make every individual was able to communicate without having to think about the distance and time. One such communication tool is to use a smartphone. The process through which a person in finding, purchasing, using, evaluating, and acting after the consumption of the products, services or ideas which are expected to meet their needs. The method used non probability with purposive sampling technique. Sample used students from Faculty of Economics, Maranatha Christian University who've used the iPhone. The results showed that the Attitude Toward Brand, Perceived Quality and Brand Uniqueness have an influence on Self Brand Connections.

Keywords: Attitude Toward Brand, Perceived Quality, Brand Uniqueness, dan Self Brand Connections.



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