

ABSTRACT

This research was done to test the element effects of Brand Association from City Branding which are Attitude Toward Brand, Perceived Quality, Brand Uniqueness toward Brand Advocacy through Self-Brand Connection on City Branding of City Batu “Shining Batu”. Variables that was tested were variables which caould affect Brand Advocacy.

This research applied quantitative approach wih SEM model (Structural Equation Modelling). This research used some samples such as respondent who lives in Batu, knows Shing Batu as City Batu City Branding, and has visited City Batu as tourist. Total samples are 105 respondents.

The results of this research shows that Brand Uniqueness gives poisitive and significant effects toward Self-Brand Connection. Self-Brand Connection itself also gives positive and significant effects toward Brand Advocacy City Branding. Moreover, Self-Brand Connection also mediates partially Brand Uniqueness toward Brand Advocacy City Batu “Shining Batu”. While Attitude Toward Brand and Perceived Quality does not give poisitive and significant effects toward Self-Brand Connection, so that Self-Brand Connection can not mediate Attitude Toward Brand and Perceived Quality toward Brand Advocacy.

Keywords: Attitude Toward Brand, Perceived Quality , Brand Uniqueness, Brand Association, Self-Brand Connection, Brand Advocacy, City Branding.

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh elemen dari *Brand Association* dari *City Branding* yaitu *Attitude Toward Brand*, *Perceived Quality*, *Brand Uniqueness* terhadap *Brand Advocacy* melalui *Self-Brand Connection* pada *City Branding* City Batu “*Shining Batu*”. Variabel-variabel yang diuji ini adalah variabel-variabel yang dapat mempengaruhi *Brand Advocacy*.

Penelitian ini menggunakan pendekatan kuantitatif dengan model SEM (*Structural Equation Modelling*). Penelitian ini menggunakan sampel berupa responden yang berdomisili di City Batu, mengetahui *Shining Batu* sebagai *City Branding* City Batu, pernah berwisata di City Batu, dan pernah berwisata di City Batu. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 105 responden.

Temuan penelitian menunjukkan bahwa *Brand Uniqueness* berpengaruh positif signifikan terhadap *Self-Brand Connection*, dan *Self-Brand Connection* berpengaruh positif signifikan terhadap *Brand Advocacy* *City Branding*, selain itu *Self-Brand Connection* juga memediasi parsial *Brand Uniqueness* terhadap *Brand Advocacy* City Batu “*Shining Batu*”. Sedangkan *Attitude Toward Brand* dan *Perceived Quality* tidak berpengaruh positif signifikan terhadap *Self-Brand Connection*, sehingga *Self-Brand Connection* tidak dapat memediasi *Attitude Toward Brand* dan *Perceived Quality* terhadap *Brand Advocacy*.

Kata kunci : *Attitude Toward Brand*, *Perceived Quality*, *Brand Uniqueness*, *Brand Association*, *Self-Brand Connection*, *Brand Advocacy*, *City Branding*.