PENGARUH KAMPANYE PREPP SCOOTER CLUB TERHADAP KESADARAN MEREK PREPP STUDIO

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ABSTRAK

Melalui kampanye Prepp Scooter Club, Prepp Studio menjadi pelopor merek fesyen Indonesia yang membentuk komunitas skuter. Penelitian ini bertujuan untuk mengukur dampak kampanye tersebut terhadap kesadaran merek Prepp Studio. Dengan menggunakan metode kuantitatif eksplanatif, sampel sebanyak 1.500.000 pengikut akun Instagram @preppstudio terhitung Juni 2023, dipilih dengan menggunakan rumus Taro Yamane. Instrumen penelitian berupa kuesioner survei, dan analisis data dilakukan dengan SPSS 27, termasuk uji validitas, reliabilitas, korelasi, regresi linear sederhana, dan pengujian hipotesis. Hasil analisis menunjukkan adanya hubungan yang signifikan antara kampanye dan kesadaran merek, dengan Koefisien Korelasi Spearman's Rank sebesar 0.555 ($p < 0.001$). Regresi linear sederhana mengungkapkan pengaruh positif besar dari kampanye terhadap kesadaran merek, dengan nilai konstan 43.613 dan koefisien regresi 1.192. Koefisien determinasi mencapai 31.6%, menunjukkan bahwa variabel kampanye menjelaskan sebagian besar variasi dalam kesadaran merek, sementara faktor lain di luar penelitian memengaruhi sisa persentase tersebut. Uji t menegaskan pengaruh signifikan kampanye, dengan t hitung 6.724 ($p < 0.001$), melebihi t tabel 1.984. Kesimpulannya, kampanye Prepp Scooter Club memiliki pengaruh yang signifikan terhadap kesadaran merek Prepp Studio.

Kata Kunci: Prepp Scooter Club, Prepp Studio, Kampanye, Kesadaran Merek

THE INFLUENCE OF PREPP SCOOTER CLUB CAMPAIGN ON PREPP STUDIO'S BRAND AWARENESS

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ABSTRACT

Through the Prepp Scooter Club campaign, Prepp Studio has emerged as a pioneer in the Indonesian fashion industry, forming a scooter community. This research aims to assess the impact of the campaign on the brand awareness of Prepp Studio. Employing the quantitative explanatory method, a sample of 1,500,000 followers of the @preppstudio Instagram account, as of June 2023, was selected using the Taro Yamane formula. The research instrument utilized was a survey questionnaire, and data analysis was conducted using SPSS 27, incorporating tests for validity, reliability, correlation, simple linear regression, and hypothesis testing. The analysis results reveal a significant relationship between the campaign and brand awareness, with a Spearman's Rank Correlation Coefficient of 0.555 ($p < 0.001$). Simple linear regression indicates a substantial positive influence of the campaign on brand awareness, with a constant value of 43.613 and a regression coefficient of 1.192. The coefficient of determination reaches 31.6%, indicating that the campaign variable explains a significant portion of the variability in brand awareness, while external factors not considered in the study influence the remaining percentage. The t-test confirms the significant impact of the campaign, with a calculated t-value of 6.724 ($p < 0.001$), surpassing the critical t-value of 1.984. In conclusion, the Prepp Scooter Club campaign exerts a significant influence on the brand awareness of Prepp Studio.

Keywords: Prepp Scooter Club, Prepp Studio, Campaign, Brand Awareness