

ABSTRACT

A new product issued by companies are expected to be able to meet the needs and desires of consumers and encourage interest in purchasing. Therefore, the proper marketing strategy is required to develop a product. Brand Extension is one of the strategies that can be used to introduce new products with the use of the brand name of a product that is already successful.

This research aims to find out: the influence of the successful Brand Extension consisting of the dimensions of reputation, consumer perception fit, brand similarity, perceived risk and consumers innovativeness towards brand image and its impact on consumer buying interest product “Kapal Api White Coffee in Bandung”.

This type of research is causal use quantitative methods. The sample used as many as 200 respondents with purposive sampling Technique. The respondent is a consumer coffee Kapal Api black who knows the product Kapal Api White Coffee. To assess the validity of the views based on Component Loading Factor (SLF) must be ≥ 0.50 and for reliability using the Construct of Reliability (CR) should > 0.60 and Variance Extraced ≥ 0.50 with a confidence level of 95% and 5% error.

The model used to assess some indicators called Goodness Of Fit Indices index. χ^2 Significance Probability, GFI, RMSEA, RMR, SRMR, NFI, TLI (NNFI), CFI (RNI), RFI, IFI, AGFI, PNFI, PGFI.

The research results show the dimensions of the parent brand reputation, consumer perception fit, brand similarity, and consumer innovativeness significantly to brand image with t-value each 2.75, 4.21, 4.08, 2.22. Dimensions perceived risk has no effect significant to brand image have t-value of 0.74. Then the dimension of the consumer perception fit, consumer innovativeness significantly to consumer buying interest with t-value each 3.28 and 2.91. For dimensions parent brand reputation, brand similarity and perceived risk has no effect significant to consumer buying interest with t-value each -0.4, 0.4, -0.27. Brand image significantly to consumer buying interest with t-value of 2.02.

Key words: Brand Extension, reputation, Consumer Perception Fit, Brand Similarity, perceived Risk, Consumers Innovativeness, Brand Image, and Consumer Buying Interest