

Abstrak

Penelitian ini bertujuan untuk menyelidiki efek repetisi terhadap *sonic logo* dan logo visual dalam iklan terhadap *brand recall*, *brand recognition*, *attitude towards the brand* dan *purchase intention*. Penelitian ini menggunakan desain eksperimen dengan tiga tingkat repetisi: satu kali, tiga kali, dan tujuh kali. Sampel terdiri merupakan target pasar platform *e-commerce* Indonesia yang dipilih melalui *convenience sampling*. Hipotesis diuji menggunakan ANOVA satu arah untuk mengetahui signifikansi perbedaan antar kelompok. Hasil menunjukkan bahwa pengulangan *sonic logo* dan logo visual dalam iklan secara signifikan meningkatkan *brand recall* dan *recognition*, mempengaruhi *attitude towards the brand* secara positif, dan meningkatkan *purchase intention*. Pelaku industri disarankan menggunakan repetisi *sonic logo* dan logo mengingat efeknya yang besar untuk brand. Jumlah repetisi yang disarankan adalah tiga kali untuk merasakan adanya efek perubahan pada brand. Meskipun pengulangan tambahan lebih dari tiga kali dapat meningkatkan efek, namun manfaat tambahannya akan berkurang. Penelitian ini memberi wawasan baru di bidang *marketing* dan membuka kesempatan untuk peneliti selanjutnya meneliti lebih lanjut terkait repetisi *sonic logo* dan logo.

Kata kunci: *Attitude Towards the Brand*, *Brand Recall*, *Brand Recognition*, *Logo*, *Purchase Intention*, Repetisi, *Sonic Logo*



Halaman ini sengaja dibiarkan kosong

Abstract

This research aims to investigate the impact of repeated exposure to sonic logos and visual logos in advertisements on brand recall, brand recognition, attitudes toward the brand, and purchase intention. This study employs an experimental design with three levels of repetition: one time, three times, and seven times. The sample consists of individuals from the target market for Indonesian e-commerce platforms, selected through convenience sampling. The hypotheses were tested using one-way ANOVA to determine the significance of differences between the groups. The results indicate that the repetition of sonic logos and visual logos in advertisements significantly enhances brand recall and recognition, positively influences attitudes toward the brand, and increases purchase intention. Industry players are advised to use sonic logo and logo repetition considering the big effect it has on the brand. The recommended number of repetitions is three times to feel the effect of changes in the brand. Although additional repetitions more than three times may increase the effect, the additional benefits will be reduced. This research provides new insight into the field of marketing and opens up opportunities for future researchers to research further regarding sonic repetition of logos and logos.

Key words: Attitude Towards the Brand, Brand Recall, Brand Recognition, Logo, Purchase Intention, Repetition, Sonic Logo