

Pengaruh other customer effect pada corporate marketing case study pengguna produk apple dan layanan simpati = Other customer effect on corporate marketing case study apple product user simpati celular services

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Abstrak

ABSTRAK

Penelitian ini bertujuan menemukan pengaruh Other Customer Effect pada Corporate Marketing dalam konteks perusahaan Apple & Telkomsel (diwakili Apple & simPati). Penelitian ini bersifat konklusif dan deskriptif dengan desain cross-sectional. Pengumpulan data dilakukan dengan convenience sampling dan menghasilkan 235 responden yang terbagi atas pengguna produk Apple & pengguna layanan simPati. Dilakukan uji validitas, reliabilitas, analisis model pengukuran, model struktural, dan analisis multisample melalui Lisrel 8.8. Hasil penelitian menemukan bahwa Other Customer Effect yang dipersepsikan konsumen secara signifikan mempengaruhi emotional attachment dan consumercompany identification yang mempengaruhi pembentukan corporate image, serta mempengaruhi behavioural loyalty, purchase intention, dan customer extrarole behavior.

ABSTRACT

The purpose of this research is to find the role of Other Customer Effect in Corporate Marketing in the case of Apple dan Telkomsel (represented by Apple & simPati). This is a conclusive and descriptive study with cross sectional design. Data is generated through convenience sampling which resulted in 235 responses divided into users of Apple products and simPati cellular services. Lisrel 8.8 is used in validity & reliability testing, measurement & structural model analysis, and multisample analysis. Results show that other customer effect perceived by consumers significantly affect emotional attachment and consumer-company identification which contribute to company image generation; moreover it is also found to influence behavioural loyalty, purchase intention, and customer extrarole behavior.