

# Pengaruh attachment style konsumen terhadap perilaku anti-brand reaction pasca pemutusan hubungan dengan brand: studi kasus Blackberry Smart Phone = The effect of consumer attachment style towards antibrand reaction behavior after brand relationship ends: study case Blackberry Smart Phone

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## Abstrak

Penelitian ini meneliti kecenderungan konsumen pengguna Blackberry Smart Phone menunjukkan perilaku anti-brand reaction setelah tidak lagi menggunakan produk tersebut (post-exit situation). Perilaku anti-brand reaction berupa mengeluh kepada publik, terobsesi untuk merusak brand, perilaku buruk lainnya muncul karena faktor internal psikologis konsumen yaitu attachment style yang dibentuk oleh dua dimensi, yaitu anxiety dan avoidance.

Efek dari attachment style tersebut dimediasi oleh dua faktor yaitu loss of self image dan loss of benefit yang diderita konsumen pasca pemutusan hubungannya dengan brand. Metode penelitian yang digunakan adalah deskriptif korelasional dengan metode analisis data menggunakan teknik Structural Equation Modeling.

Hasil dari penelitian ini menunjukkan bahwa dimensi dari attachment style berpengaruh signifikan terhadap anti-brand reaction terutama ketika kedua dimensi tersebut berinteraksi dan interaksinya dimediasi oleh loss of self image dan loss of benefit yang dirasakan bersamaan oleh konsumen pasca pemutusan hubungan.

The purpose of this research is understanding consumers tendency for showing anti-brand reaction behavior after they're no longer using Blackberry Smart Phone (post-exit situation). Anti-brand reaction behavior such as complain to public, obsess about harming the brands, and other negative behavior are predicted by consumer internal psychology factor, attachment style, which formed by two dimensions called anxiety and avoidance.

The effect of attachment style is mediated by loss of self image and loss of benefit suffered by consumer after brand relationship ends. Methodology of this research is descriptive correlation and data analysis using Structural Equation Modeling.

The result shown that both of attachment style dimensions have significant effect on anti-brand reaction, particularly when they are interacted and their interaction was mediated by loss of self image and loss of benefit that occurred simultaneously after brand relationship ends.