

Membangun brand loyalty melalui pengelolaan brand community commitment (studi kasus: komunitas penggemar JKT48) = Building brand loyalty through managing brand community commitment (case study JKT 48 fan community)

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Abstrak

Penelitian mengenai model struktural termasuk anteseden brand community commitment, brand community commitment, dan outcomes brand community commitment (loyalty behaviors) sudah pernah dilakukan sebelumnya. Penelitian ini bermaksud untuk meneliti brand community commitment dengan obyek penelitian yang berbeda dari penelitian sebelumnya. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh trust dan affect terhadap sebuah brand community pada komitmen dari brand community, dan menyelidiki melalui mekanisme mana komitmen dari brand community mampu meningkatkan berbagai loyalty behaviors (repurchase intentions, positive word-of-mouth, dan constructive complaints). Untuk menguji hipotesis, sebanyak 120 fans JKT48 yang terdaftar sebagai member dalam Official Fan Club JKT48 digunakan sebagai sampel, kemudian dianalisis menggunakan Structural Equation Modeling.

Dari hasil penelitian ini diperoleh jalur positif yang signifikan antara: brand community trust brand community commitment; brand community affect brand community commitment; brand community commitment brand loyalty behaviors. Penelitian ini menunjukkan trust dan affect adalah faktor penting dalam meningkatkan brand community commitment pelanggan. Manajer brand community harus membantu pengguna untuk mengembangkan ikatan emosional dengan brand community dan merek. Dalam penelitian ini, affect lebih berpengaruh daripada trust pada brand community commitment dan loyalty behavior. Situs brand community dan aktivitas pengguna komunitas harus dirancang untuk memfasilitasi peningkatan trust dan affect terhadap brand community.

.....Research on the structural model including antecedents of brand community commitment, brand community commitment, and brand community outcomes (loyalty behaviors) has been done before. This research intends to examine the brand community commitment with different research objects from previous research. The purpose of this research is to analyze the effect of trust and affect toward a brand community on the commitment of brand communities, and investigate the mechanism through which the commitment of a brand community is able to increase various loyalty behaviors (repurchase intentions, positive wordof-mouth, and constructive complaints). To test the hypotheses, a total of 120 fans of JKT48 listed as member of the Official Fan Club JKT48 was used as samples, then analyzed it using Structural Equation Modeling. From the results of this research obtained the significant positive path between: brand community trust brand community commitment; brand community affect brand community commitment; brand community commitment brand loyalty behaviors. This research suggests trust and affect are vital factors in enhancing customers brand community commitment. Brand community managers should help users to develop an emotional bond with the brand community and the brand. In this research, affect is more influential than trust on brand community and loyalty behavior. Brand community website and community user activity should be designed to facilitate the enhancement of trust and affect toward the brand community.