

Analisis pengaruh komunitas merek yang berbasis media sosial terhadap brand community markers, value creation practices, kepercayaan merek dan loyalitas merek (studi kasus twitter PT. Bank Negara Indonesia) = Analysis effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty (case study twitter of PT. Bank Negara Indonesia)

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Abstrak

Media sosial sebagai bagian dari internet, telah membawa banyak perubahan kepada komunitas sosial Indonesia, termasuk komunitas bisnis Indonesia. Tujuan penelitian ini adalah untuk menganalisis pengaruh komunitas merek berbasis media sosial terhadap brand community markers, value creation practices, kepercayaan merek, dan loyalitas merek. Populasi penelitian ini adalah follower Twitter PT. Bank Negara Indonesia yakni @BNI46 dengan metode pengumpulan data adalah kuesioner. Skala pengukuran penelitian ini menggunakan skala Likert 1-6 dengan jumlah responden 200 orang dan diolah menggunakan metode Structural Equation Model (SEM).

Hasil penelitian menunjukkan komunitas merek yang berbasis media sosial memiliki pengaruh positif dan signifikan terhadap elemen brand community markers yaitu shared consciousness, shared rituals and traditions, dan obligations to society. Obligation to society anggota komunitas memiliki pengaruh positif dan signifikan terhadap social networking. Shared consciousness anggota komunitas memiliki pengaruh positif dan signifikan terhadap community engagement. Shared rituals and traditions, dan obligations to society memiliki pengaruh positif dan signifikan terhadap impression management dan brand use. Social networking dan community engagement memiliki pengaruh positif dan signifikan terhadap kepercayaan merek dan kepercayaan merek memiliki pengaruh positif dan signifikan terhadap loyalitas merek.

.....Social media as part of the Internet, has brought many changes to the social community of Indonesia, including the Indonesian business community. The purpose of this study was to determine the effects of social media based brand communities brand on brand community markers, value creation practices, brand trust, and brand loyalty. The population was Twitter follower PT. Bank Negara Indonesia, namely @ BNI46 and the method of data collection was a questionnaire. This research measurement scale using Likert 1-6 scale with the number of respondents 200 people and processed using Structural Equation Model (SEM). The results showed that community based social media brand has a positive and significant impact on the elements of the brand community markers are shared consciousness, shared rituals and traditions, and obligations to society. Obligation to society has a significant positive influence on the social networking. Shared consciousness of community members have a positive and significant effect on community engagement. Shared rituals and traditions, and obligations to society has a positive and significant impact on impression management and brand use. Social networking and community engagement has a positive and significant impact on brand trust and brand trust has a positive and significant impact on brand loyalty .