

# Mengukur brand relationship melalui brand reputation dan brand tribalism; studi kasus brand Kecap Bango = Measuring brand relationship through brand reputation and brand tribalism; case study Bango Soysauce brand

Joshua Agusta, author

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## Abstrak

Penelitian ini bertujuan menemukan pengaruh Brand Reputation dan Brand Tribalism pada Brand Relationship dalam konteks Brand Kecap Bango milik PT Unilever Indonesia. Penelitian ini bersifat konklusif dan deskriptif dengan desain cross-sectional. Pengumpulan data dilakukan dengan convenience sampling dan menghasilkan 235 responden. Dilakukan uji validitas, reliabilitas, analisis model pengukuran, dan analisis multiple linear regression melalui SPSS 13. Hasil penelitian menemukan bahwa Brand Reputation dan Brand Tribalism yang dipersepsikan konsumen secara signifikan dan positif mempengaruhi Two-Way Communications dan Emotional Exchange yang mempengaruhi pembentukan Brand Relationship.

.....This study aims to find the influence of Brand Reputation and Brand Tribalism on Brand Relationship in context of Bango soy sauce brand owned by PT Unilever Indonesia. This study is using conclusive and descriptive cross-sectional research design. Data is collected by convenience sampling and generates 235 respondents. Validity, reliability, measurement model analysis, and multiple linear regression analysis are tested using SPSS 13. The results found that Brand Reputation and Brand Tribalism that is perceived by consumers are significantly and positively affect the Two-Way Communications and Emotional Exchange that form the Brand Relationship.