

Analisis pengaruh brand community terhadap brand identification dan brand commitment : studi kasus komunitas Honda Brio = Analysis of brand community's influence towards brand identification and brand commitment : case of honda brio community

Winson Widjaja, author

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Abstrak

Skripsi ini membahas tentang pengaruh dari brand community Honda Brio yang terdiri dari brand kripsi ini membahas tentang pengaruh dari brand community Honda Brio yang terdiri dari brand community identification dan brand community commitment terhadap brand identification dan brand commitment Honda Brio dengan melihat peran mediasi dari brand attachment dan peran moderasi dari perceived community-brand simillarity. Pengolahan data dalam penelitian ini menggunakan analisis path dalam program Smartpls 2.0.

Hasil penelitian ini membuktikan bahwa brand community secara signifikan mempengaruhi brand identification dan brand commitment, brand attachment memiliki peran mediasi yang penting sedangkan efek moderasi perceived community-brand similiariy hanya ada pada satu hubungan sedangkan efek moderasi perceived community-brand similiariy hanya ada pada satu hubungan.

.....This research discusses about the This research discusses about the effect of Honda Brio's brand community which consists of brand community identification and brand community commitment on brand identification and brand commitment toward Honda Brio with the mediation role of brand attachment and moderation role of perceived community-brand similarity. Smartpls 2.0 was used to process the data. The result of this research indicates that brand community has a significant effect on brand identification and brand commitment. Brand attachment play a full mediatin role but perceived community-brand similiarity only moderates one relation.