

Pengaruh Twitter Ewom terhadap brand knowledge brand relationship dan behavioral outcomes pada majalah Nylon Indonesia = The influence of twitter ewom to brand knowledge brand relationship and behavioral outcomes on Nylon Indonesia magazine

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Abstrak

ABSTRAK

Tesis ini membahas tentang analisis pengaruh komponen dari brand knowledge yang terdiri dari brand awareness dan brand image, komponen brand relationship yang terdiri dari brand satisfaction, brand trust, dan brand attachment, juga behavioral outcomes seperti current purchase dan future purchase pada majalah NYLON Indonesia, melalui media sosial Twitter sebagai media pembentukan electronic Word Of Mouth (eWOM). Alat analisis yang digunakan adalah Structural Equation Modelling (SEM). Hasil penelitian ini menunjukkan bahwa brand awareness memiliki pengaruh positif terhadap brand image, brand satisfaction, dan brand trust. Brand image memiliki pengaruh positif terhadap brand satisfaction dan brand trust, brand trust memiliki pengaruh positif terhadap brand attachment, brand attachment memiliki pengaruh positif terhadap current purchase, dan current purchase memiliki pengaruh positif terhadap future purchase. Dari hasil penelitian ini juga ditemukan jalur pembentukan efektif eWOM positif yaitu dari brand awareness brand satisfaction brand attachment current purchase future purchase

ABSTRACT

This thesis discusses analysis about the influence of brand knowledge component consisting of brand awareness and brand image, brand relationship component consisting of brand satisfaction, brand trust, and brand attachment, as well as behavioral outcomes of current and future purchase purchase at NYLON magazine Indonesia, through Twitter social media as a medium of electronic Word Of Mouth (eWOM). Tools analysis using Structural Equation Modeling (SEM). The result of this study showed that brand awareness has a positive influence on brand image, brand satisfaction and brand trust. Brand image has a positive influence on brand satisfaction and brand trust, brand trust has a positive influence on brand attachment, brand attachment has a positive influence on the current purchase, and current purchase has a positive influence on future purchase. From the results of this study also found a positive eWOM effective formation pathway that is brand awareness brand satisfaction brand attachment current purchase future purchase