

Analisis pengaruh interaksi di media sosial terhadap emotional attachment, brand relationship quality, dan word of mouth pada musisi Indie dalam negeri = Analyzing the effect of social media interaction on emotional attachment brand relationship quality and word of mouth on local Indie musician

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Abstrak

Pertumbuhan penggunaan internet yang begitu cepat telah mendorong lahirnya berbagai gaya hidup baru dalam kehidupan masyarakat dunia. Salah satunya adalah penggunaan media sosial. Media sosial adalah suatu media elektronik dimana para partisipannya dapat membuat, mempublikasi, mengontrol, mengkritik, menilai, dan berinteraksi dalam konten online yang memungkinkan terbentuknya berbagai interaksi seperti mengikuti (following), mengirim atau membagikan post (sharing), menyukai (liking), dan lain sebagainya. Penelitian ini dilakukan untuk menganalisis pengaruh interaksi di media sosial terhadap keterikatan emosi (emotional attachment), kualitas hubungan dengan brand (brand relationship quality), serta word of mouth (WOM) dengan studi kasus pada Musisi Indie dalam negeri Indonesia, yaitu musisi berjalur independen atau non-labeled yang secara mandiri menggunakan sumber daya pribadi mulai dari produksi hingga distribusi dan pemasaran musiknya, serta memanfaatkan media sosial sebagai branding tools mereka.

Desain penelitian ini merupakan penelitian konklusif-deskriptif. Responden dari penelitian ini adalah orang-orang yang menyukai karya-karya musik Musisi Indie dalam negeri, mengunjungi official account Musisi Indie favorit mereka minimal satu kali dalam waktu sebulan terakhir. Dengan menggunakan metode judgemental sampling dan snowball sampling, sebanyak 205 responden berhasil didapatkan melalui penyebaran kuesioner secara online, dengan metode pengolahan data dilakukan menggunakan Structural Equation Modeling (SEM).

Hasil penelitian ini menunjukkan bahwa interaksi di media sosial di official account Musisi Indie dalam negeri mempengaruhi emotional attachment, emotional attachment mempengaruhi brand relationship quality, emotional attachment mempengaruhi word of mouth, serta brand relationship quality mempengaruhi word of mouth. Sedangkan, interaksi di media sosial tersebut tidak mempengaruhi brand relationship quality.

.....The reapid growth of internet creates many new trends and lifestyle changes in worldwide society. One of them is social media usage. Social media is an electronic where participants can produce, publish, control, critique, rank, and interact with online content which allow the creation of any interaction such as following, sharing, liking, and so on.

This study was conducted to analyze the effect of social media interaction on emotional attachment, brand relationship quality, and word of mouth with case study of Local Indie musicians in Indonesia, who are independent or nonlabeled musician, using their own resources of fund and tools since the process of music production until distribution and marketing of their music, and also using social media as their branding tools.

Design of this research is a conclusivedescriptive research. The respondents are the fans of Local Indie musicians and visit the official account of their favorite Local Indie musicians at least once in the last one

month. The researcher used judgemental and snowball as sampling method and got 205 respondents from online questionnaire, by using Structural Equation Modeling (SEM) for processing the data.

The result shows that social media interaction on official accounts of Local Indie musicians has effect on emotional attachment, emotional attachment has effect on brand relationship quality, emotional attachment has effect on word of mouth, and brand relationship quality has effect on word of mouth. But, social media interaction has no effect on brand relationship quality.