

Pengaruh event involvement pada online event terhadap brand loyalty dengan event emotions, event attitude, dan brand attitude sebagai variabel mediasi = Effect of event involvement in online event towards brand loyalty with event emotions, event attitude and brand attitude as mediating variable

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20473150&lokasi=lokal>

Abstrak

Penelitian ini akan membahas efektivitas online event terhadap loyalitas pelanggan. Tujuan penelitian ini adalah untuk menganalisis kontribusi keterlibatan pelanggan dalam online event terhadap loyalitas pelanggan. Penelitian ini dilaksanakan melalui survei dengan convenience sampling. Data penelitian terdiri atas 77 sampel responden yang pernah berpartisipasi minimal 1 kali pada online event. Kemudian, data yang diperoleh akan diolah menggunakan metode PLS Partial Least Square dengan smartPLS dan SPSS.

Hasil utama dari penelitian ini adalah event involvement pada online event tidak memiliki pengaruh terhadap event emotions positif maupun negatif. Namun demikian, variabel event involvement dapat mempengaruhi tidak langsung event attitude dengan event emotions sebagai variabel mediasi. Hasil penelitian ini juga menunjukkan pengaruh event emotions terhadap event attitude dan pengaruh event attitude terhadap brand attitude. Selanjutnya, brand attitude dapat memengaruhi brand loyalty.

This research will explain the effectiveness from online event towards customers loyalty. The study aim to analyze contribution from customer involvement in online event to customers loyalty with consider event emotions, event attitude, and brand attitude as mediation variable. Data for this research consist of 77 sample with convenience sampling technique. Researcher analyze data with partial least square method. The main result from this research is event involvement in online event doesnot have effect to event emotions positive and negative emotions. But, event involvement has significant effect to event attitude with event emotions as mediation variable. Meanwhile, event emotions has effect to event attitude and event attitude has effect to brand attitude. Furthermore, brand attitude has effect to brand loyalty. Event involvement as independent variable has effect to brand loyalty with event emotions, event attitude, and brand attitude as mediation variables multiple mediation.