

# Analisis pengaruh social media interaction terhadap emotional attachment, brand relationship quality, word of mouth pada Jogja-NETPAC Asian Film Festival = The effects of social media interaction towards emotions, brand relationship quality and word of mouth on Jogja-NETPAC Asian Film Festival

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## Abstrak

Pertumbuhan penggunaan internet yang begitu cepat telah mengubah cara berinteraksi dan berkomunikasi. Salah satunya adalah dengan 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 bertujuan untuk menganalisis pengaruh interaksi di media sosial social media interaction terhadap keterikatan emosi emotional attachment, kualitas hubungan dengan brand brand relationship quality, serta word of mouth terhadap Jogja-NETPAC Asian Film Festival. Sampel penelitian ini adalah 170 orang pengunjung Jogja-NETPAC Asian Film Festival dalam tiga tahun terakhir. Sampel dikumpulkan dengan menggunakan metode non-probability sampling dengan teknik convenience dan snowball sampling. Pengolahan data menggunakan metode Structural Equation Modeling SEM.

Hasil penelitian ini menunjukkan bahwa interaksi di media sosial berpengaruh langsung terhadap emotional attachment. Namun, social media interaction tidak berpengaruh langsung terhadap brand relationship quality. Kemudian emotional attachment berpengaruh langsung terhadap brand relationship quality dan word of mouth, penelitian ini juga menemukan bahwa brand relationship quality berpengaruh langsung pada word of mouth.

.....The rapid growth of Internet usage has changed the way we interact and communicate. One of them is with the use of social media. Social media is an electronic medium where participants can create, publish, control, criticize, rate, and interact in online content that allows for the formation of various interactions such as following, sending or sharing post, liking, and etc.

This study aims to analyze the effect of social media interaction to emotional attachment, brand relationship quality, and word of mouth to Jogja NETPAC Asian Film Festival. The sample of this research is 170 visitors Jogja NETPAC Asian Film Festival in the last three years. Samples were collected using non probability sampling method using convenience and snowball sampling technique. The data was processed using Structural Equation Modeling SEM method.

The results of this study indicate that social media interaction has a direct effect on emotional attachment. However, social media interaction doesnt have a direct effect on brand relationship quality. Then emotional attachment has a direc effect on brand relationship quality and word of mouth. The results also show that brand relationship quality directly on the word of mouth.