

Analisis pengaruh higher-order factor brand love & high quality dan konsekuensinya (loyalty/word of mouth/resistance to negative information): studi pada konsumen Filosofi Kopi Melawai Jakarta = Analysis of the influence of higher-order brand love & high quality and its consequences (loyalty/word of mouth/resistance to negative information): a study of the consumer of Filosofi Kopi Melawai Jakarta

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Abstrak

Konsumen yang ideal bagi suatu kedai kopi adalah mereka yang loyal, membagi pengalaman mereka dengan orang lain, dan yang tahan kepada informasi buruk. Salah satu cara bagi brand untuk mencapai konsumen tersebut adalah melalui pengelolaan brand dengan perspektif hubungan dan mempertahankan kualitas tinggi dalam sebuah brand. Mengambil objek penelitian Filosofi Kopi Jakarta Melawai, penelitian ini berusaha untuk menggambarkan bahwa bentuk hubungan konsumen berupa brand love dan high quality pada suatu brand dapat mempunyai pengaruh yang signifikan pada indikator konsumen yang ideal yaitu loyalty/word of mouth/resistance to negative information.

Penelitian ini menemukan bahwa indikator resistance to negative information merupakan indikator yang tidak valid. Analisis regresi berganda menunjukkan bahwa model pengaruh brand love dan high quality terhadap loyalty/word of mouth signifikan dan berpengaruh kuat. Analisis faktor juga dilakukan kepada setiap variabel penelitian.

Analisis faktor menunjukkan bahwa konsep high quality terbagi atas coffee consumption experience quality dan non-coffee quality. Konsep brand love terbagi menjadi dimensi intimacy, attachment, dan self-brand connection. Konsep loyalty./word of mouth mengelompok sesuai teori. Melalui penelitian ini, persepektif hubungan dalam kajian branding mempunyai perkembangan baru melalui konsep brand love. Penelitian ini dapat membuka jalan bagi konsep-konsep lain terkait perspektif hubungan dalam kajian brand.

.....The ideal consumers for a coffee shop are those who are loyal, frequently share their experiences with others, and those who are resistant to bad information about the brand. One way for brand to reach these consumers is through an effort of managing the brand through the lens of brand relationship perspective and by maintaining high quality perception in a brand. Through the case of loyal consumer of Filosofi Kopi Melawai Jakarta, this study attempts to describe the influence of one type of brand relationship (brand love) and high quality on the indicator of an ideal consumer, namely loyalty / word of mouth / resistance to negative information.

This study found that resistance to negative information indicators invalid as an indicator ideal consumer. Multiple regression analysis shows that the model of the influence of brand love and high quality on loyalty / word of mouth is significant and has a strong influence. Factor analysis was also carried out for each research variable.

Factor analysis shows that the concept of high quality can be divided into the coffee consumption experience quality and non-coffee quality. The concept of brand love also could be divided into three aspects which include intimacy dimensions, attachments, and self-brand connections. The concept of loyalty/word of mouth groups according to theory. Through this research, the relationship perspective in the

study of branding has new developments through the concept of brand love. This research can open the way for other concepts related to the perspective of relationships in brand studies.