

Analisis Pengaruh SNS Brand Community Experience dan Community Commitment terhadap Brand Attitude dan Repurchase Intention. Studi Kasus: BTS Twitter Brand Community = The Impact of SNS Brand Community Experience and Community Commitment towards Brand Attitude and Repurchase Intention. Case Study: BTS Twitter Brand Community

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari Social Networking Site (SNS) Brand Community Experience dan SNS Brand Community Commitment terhadap Brand Attitude dan Repurchase Intention dalam konteks BTS Twitter brand community. Sampel yang digunakan dalam penelitian ini merupakan anggota aktif dari komunitas brand BTS di Twitter yang berdomisili di Indonesia, berusia 18-29 tahun dan pernah membeli produk official merchandise BTS dalam kurun waktu 3 bulan terakhir. Kuesioner menggunakan platform Google Forms dan disebarluaskan secara online melalui Twitter. Terdapat sebanyak 419 responden yang berhasil dikumpulkan dalam penelitian ini. Selanjutnya, data yang dikumpulkan diolah dengan metode Partial Least Square - Structural Equation Modeling (SEM) dan menggunakan software SmartPLS. Hasil penelitian ini menunjukkan bahwa semua dimensi dari SNS Brand Community Experience yaitu Information Experience, Entertainment Experience, Homophily Experience dan Relationship-based Experience memiliki pengaruh positif terhadap SNS Brand Community Commitment dengan pengaruh paling besar dari variabel Entertainment Experience. SNS Brand Community Commitment juga ditemukan memiliki pengaruh positif terhadap Brand Attitude dan Repurchase Intention. SNS Brand Community Commitment juga memediasi secara positif hubungan antara SNS Brand Community Experience (IE, EE, HE, RE) dengan Brand Attitude dan Repurchase Intention. Terlebih, Brand Attitude juga memiliki pengaruh positif terhadap Repurchase Intention dan juga memediasi antara variabel SNS Brand Community Commitment dan Repurchase Intention.

.....This study aims to determine the effect of Social Networking Site (SNS) Brand Community Experience and SNS Brand Community Commitment on Brand Attitude and Repurchase Intention in the context of BTS Twitter brand community. The samples used in this study are active members of the BTS brand community on Twitter who resided in Indonesia, aged 18-29 years and have purchased BTS official merchandise products within the last 3 months. The questionnaire utilized Google Forms platform and was spread online through Twitter. There was a total data from 419 respondents who were successfully collected in this study. The data collected was processed using Partial Least Square - Structural Equation Modeling (SEM) method with the SmartPLS software. The results of this study indicate that all dimensions of the SNS Brand Community Experience, namely Information Experience, Entertainment Experience, Homophily Experience and Relationship-based Experience, have a positive influence on SNS Brand Community Commitment with the greatest influence coming from the Entertainment Experience variable. SNS Brand Community Commitment was also found to have a positive influence on Brand Attitude and Repurchase Intention. Moreover, SNS Brand Community Commitment also positively mediates the relationship between SNS Brand Community Experience (IE, EE, HE, RE) with Brand Attitude and Repurchase Intention. Lastly,

Brand Attitude also has a positive influence on Repurchase Intention and also mediates between SNS Brand Community Commitment and Repurchase Intention variables.