

Pengaruh emotional branding terhadap brand loyalty. Studi pada marketing campaign dove di media sosial Youtube = The impact of emotional branding on brand loyalty. Study on dove marketing campaign on social media Youtube

Nadia Izzati, author

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Emotional Branding terhadap loyalitas merek Dove studi pada konsumen perempuan di Media Sosial Youtube. Penelitian ini juga bertujuan untuk menganalisis dimensi emosional branding mana yang paling berpengaruh terhadap Brand Loyalty. Penelitian ini menggunakan pendekatan kuantitatif dan pemilihan subjek dilakukan menggunakan teknik purposive sampling. Responden dalam penelitian ini berjumlah 100 responden dengan kriteria konsumen perempuan yang pernah menggunakan produk perawatan tubuh Dove dalam satu tahun terakhir minimal dua kali dan pernah melihat marketing campaign Dove di Youtube. Teknik pengumpulan data survei dengan menggunakan analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa variabel emotioanal branding berpengaruh signifikan terhadap loyalitas merek konsumen. Secara parsial, hanya dimensi relationship, association, dan uniqueness yang berpengaruh secara signifikan terhadap brand loyalty.

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This study aims to analyze the effect of Emotional Branding on brand loyalty Dove studies on female consumers in Social Media Youtube. This study also aims to analyze the emotional dimension of branding that most influential on Brand Loyalty. This research uses quantitative approach and subject selection is done using purposive sampling technique. Respondents in this study amounted to 100 respondents with the criteria of female consumers who have used Dove body care products in the past year at least twice and have seen Dove marketing campaign on Youtube. The technique of collecting survey data using multiple regression analysis. The results of this study indicate that the variable emotional branding significant effect on consumer brand loyalty. Partially, only the dimensions of relationship, association, and uniqueness have a significant effect on brand loyalty.