

Pengaruh Online Customer Brand Engagement terhadap Electronic-Word of Mouth melalui Satisfaction dan Brand Love (Studi pada Pengikut Media Sosial KFC Indonesia di DKI Jakarta) = The Influence of Online Customer Brand Engagement to Electronic-Word of Mouth through Satisfaction and Brand Love (Study to KFC Indonesia's Social Media Followers in DKI Jakarta)

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Abstrak

Perusahaan sebagai pemilik brand semakin sulit dalam menawarkan produk dan pengalaman yang berbeda kepada konsumen setiap harinya, namun di sisi lain dibutuhkan investasi yang besar dalam melakukan kegiatan untuk membangun brand. Sehingga perusahaan perlu membangun hubungan antara brand dan konsumen. Sehingga perusahaan perlu mengembangkan strategi yang lebih efektif dalam meningkatkan hubungan dengan konsumen sesuai dengan perkembangan teknologi. Penelitian ini bertujuan untuk menganalisis pengaruh brand involvement, online brand experience, dan self-brand image congruency terhadap online customer brand engagement dan online customer brand engagement terhadap electronic word of mouth melalui satisfaction dan brand love. Penelitian ini juga mengukur pengaruh langsung antar variabel penelitian di dalam model penelitian. Penelitian menggunakan pendekatan kuantitatif dengan melakukan survei dan menyebarkan kuesioner kepada 182 pengikut media sosial resmi objek penelitian. Hasil penelitian ini menunjukkan bahwa brand involvement, online brand experience, dan self-brand image congruency memiliki pengaruh positif terhadap online customer brand engagement. Selain itu, online customer brand engagement memiliki pengaruh positif terhadap satisfaction dan brand love. Selain itu satisfaction dan brand love memiliki pengaruh positif terhadap electronic-word of mouth serta brand love menjadi mediator yang paling efektif terhadap online customer brand engagement dan electronic-word of mouth dibandingkan satisfaction.

.....Companies as brand owners find it increasingly difficult to offer different products and experiences each day, but on the other hand, a large investment is needed in carrying out activities to build a brand. So companies need to build relationships between brands and consumers. Companies need to develop more effective strategies in improving relationships with consumers in accordance with technological developments. This study aims to analyze the effect of brand involvement, online brand experience, and self-brand image congruency on online customer brand engagement and the effect of online brand interactions on brand satisfaction and love. Accordingly, the study measures the direct effect of the interplay variables pertaining to the research models. The study uses a quantitative approach by employing survey and delivering questionnaires to 182 official social media of the object. The results of this study reveal that brand involvement, online brand experience, and self-brand image congruence have a positive effect on online customer brand engagement. In addition, online customer brand engagement has a positive effect on satisfaction and brand love. In addition, satisfaction and brand love have positive effects on electronic-word of mouth and brand love is the most effective mediator for online brand customer engagement and electronic-word of mouth compared to satisfaction.