

Peran Psychological Sense of Community dalam menciptakan Indonesia sebagai pusat fashion Muslim dunia tahun 2020 : studi kasus Hijabers community = The role of Psychological Sense of Community for creating Indonesia as role model of world fashion Muslim in 2020 : case study Hijabers community / Dewi Safitri

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Abstrak

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Penelitian dalam tesis ini ingin menguji peran dari psychological sense of community terhadap intensi loyalitas serta menguji peran dari satisfaction with core attribute terhadap overall satisfaction. Komunitas yang dijadikan objek penelitian adalah Hijabers Community (HC). Penelitian menggunakan metode Structural Equations Modelling (SEM). Berdasarkan data dari 100 responden dapat diketahui bahwa dalam psychological sense of community dan satisfaction with core attribute berpengaruh positif terhadap emotional experience melalui collective hedonic service (event) yang dapat berdampak pada peningkatan overall satisfaction dan loyalty intention. Namun psychological sense of community dan satisfaction with core attribute tidak berpengaruh positif terhadap overall satisfaction dan loyalty intention apabila tidak diciptakan stimulus dari emotional experience. Dengan demikian, memuaskan pelanggan tidak selalu menjadi kunci penciptaan nilai atau pendorong utama dari kesetiaan tetapi interaksi pelanggan secara efektif lebih meningkatkan "co-creation experience" (Prahalad,2004).

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**ABSTRACT**

The research in this thesis is to examine the role of psychological sense of community to the intention to examine the role of loyalty and satisfaction with core attribute to overall satisfaction. Research using Structural Equations Modeling (SEM). Based on data from 100 respondents to note that in the psychological sense of community and satisfaction with core attribute has a positive effect on emotional experience through collective hedonic service (event) that may have an impact on improving the overall satisfaction and loyalty intention. But the psychological sense of community and satisfaction with core attribute has no positive effect on overall satisfaction and loyalty intention, if its not created with stimulus of emotional experience. Thus, satisfying the customer is not always the key to value creation or main driver of loyalty but more effective customer interactions to improve "co-creation experience" (Prahalad, 2004)