

Peranan identifikasi pelanggan terhadap merek dalam membangun Brand Relationship : studi kasus Mac Cosmetics = The role of customer brand identification in building Brand Relationships : case study Mac Cosmetics

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Abstrak

Industri kosmetik dunia sedang mengalami perkembangan pesat, khususnya di Indonesia. Perkembangan tersebut turut menyebabkan merek-merek baru bermunculan di pasar kosmetik. Dalam membangun hubungan dengan pelanggan, merek menjadi salah satu hal yang penting, termasuk dalam industri kosmetik. Penelitian ini ditujukan untuk mengetahui peranan identifikasi pelanggan terhadap merek dalam membangun hubungan dengan merek. Penelitian ini diuji dengan menggunakan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa faktor kesesuaian nilai, identifikasi pelanggan, affective brand commitment, social compliance brand commitment, dan positive word-of-mouth secara signifikan mempengaruhi hubungan dengan merek. Pembahasan, implikasi manajerial, dan limitasi akan didiskusikan lebih lanjut.

World cosmetics industry is growing rapidly, especially in Indonesia. These developments contributed to the new brands popping up in the cosmetics market. In building relationships with customers, the brand became one of the important things, including in the cosmetic industry. The particular research is designed to analyze the role of the customers' identification on building brand relationships. This proposed model is tested using Structural Equation Modeling (SEM). The result shows that value congruity, customers' identification, affective brand commitment, social compliance brand commitment, and positive word-of-mouth significantly affect the brand relationship. Interpretations, managerial implications, and limitations are discussed further.