

Membangun Loyalitas Merek Melalui Manajemen Komitmen Komunitas Merek: Studi Kasus Bintaro Bimmers Community = Building Brand Loyalty Through Managing Brand Community Commitment: Case Study Bintaro Bimmers Community

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Abstrak

Tujuan dibuatnya skripsi ini adalah untuk mengetahui pengaruh dari sikap dan perilaku anggota komunitas merek terhadap komitmen dan pengaruh dari komitmen terhadap tipe loyalitas dengan komitmen sebagai mediator. Studi kasus dilakukan kepada komunitas automotive Bintaro Bimmers Community. Penelitian ini diolah dengan software SPSS 20, menggunakan teknik Regresi Linier Berganda.

Hasil pengolahan data menunjukkan bahwa sikap dan perilaku anggota komunitas BBC berpengaruh positif terhadap komitmen dan komitmen berpengaruh positif terhadap tipe loyalitas. Selain itu, Komitmen terbukti memediasi affect terhadap complain yang membangun dan kepercayaan terhadap seluruh tipe loyalitas yaitu minat pembelian ulang, WOM, dan complain yang membangun.

.....The objective of this thesis is to determine the effect of community member attitude and behavior toward brand community commitment and brand community commitment towards loyalty types whereas community commitment as a mediator. This study involves automotive community named Bintaro Bimmers Community. This research was processed with SPSS ver. 20 software, using multiple linear regression techniques.

The results show that there are positive effects between attitude and behavior of BBC members toward community commitment and community commitment has positive effect towards community commitment. Furthermore, commitment mediates between affect towards constructive complain and trust towards all loyalty types e.g repurchase intention, WOM, and constructive complaint.