

Pengaruh electronic word of mouth positif terhadap citra merek Trans Jakarta = The effect of positive electronic word of mouth toward Trans Jakarta`s brand image

Bemby Prafita, author

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh electronic word of mouth positif terhadap citra merek TransjakartaTM yang reputasinya sedang menurun. Penelitian ini adalah penelitian field experiment dengan desain non equivalent control group design (dengan dan tanpa electronic word of mouth) pretestposttest. Partisipan adalah orang yang pernah menggunakan TransjakartaTM dan memiliki akun LINETM, berjumlah 77 orang yang dikelompokkan menjadi KE (45 orang) dan KK (32 orang). Penelitian dilakukan dengan memberikan screen capture electronic word of mouth positif sebanyak 8 buah kepada KE selama 7 hari melalui LINETM.

Hasil penelitian menunjukkan bahwa electronic word of mouth positif memiliki pengaruh secara signifikan terhadap citra merek ($t -2.106 = 0.039$ ($p < 0.05$)), yang berarti terdapat perbedaan yang signifikan antara peningkatan selisih mean antar kelompok. Hal ini juga berarti bahwa electronic word of mouth positif memiliki pengaruh terhadap citra merek. Dengan demikian pengelola TransjakartaTM dapat memberikan electronic word of mouth positif kepada masyarakat untuk meningkatkan citra merek sehingga lebih banyak masyarakat yang menggunakan transportasi publik di Jakarta.

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This study aimed to understand the effect of positive electronic word of mouth toward TransjakartaTM's brand image where their reputation has been falling .This research was a field experimental research with a non-equivalent control group design (with and without electronic word of mouth) pretest-posttest. Participants are people who have used TransjakartaTM and had LINETM account , a total of 77 people grouped into KE (45 people) and KK (32 people). Research done by giving a screen capture of positive electronic word of mouth as many as 8 in total for seven days through LINETM.

The results of the research shows that the positive electronic word of mouth having significant effect on brand image ($t -2.106 = 0.039$ ($p < 0.05$)), which means there are significant differences between the increase in mean between two group. This means that the positive electronic word of mouth had the effect toward brand image. Thus, TransjakartaTM Management can improve the brand image of TransjakartaTM by giving positive electronic word of mouth to the community in order to increase the use of public transportation in Jakarta.