Analisis pengaruh antara interaction characteristics perceived benefits community commitment dan oppositional brand loyalty dalam online brand communities (Studi kasus: 4 komunitas mobil di Indonesia) = Analysis of effect among interaction characteristics perceived benefits community commitment and oppositional brand loyalty in online brand communities (Case study: 4 automobiles community in Indonesia)

Aland Diknas Tanada, author

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Abstrak

Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh karakteristik interaksi di dalam komunitas tersebut bisa mempengaruhi perceived benefits yang dirasakan anggota komunitas, apakah perceived benefit yang mereka rasakan bisa mengembangkan community commitment mereka, serta melihat pengaruh dari community commitment terhadap oppositional brand loyalty. Sampel penelitian ini adalah anggota beberapa komunitas mobil yang ada di Indonesia, dengan jumlah sampe valid sebanyak 133 responden. Data diolah dengan menggunakan metode Structural Equation Modelling. Hasil analisis menunjukkan bahwa community engagement dari brand community membuat anggota merasakan banyak benefits. Selanjutnya, learning benefits merupakan faktor utama untuk membentuk community commitment. Tapi, ketika anggota memiliki community commitment, mereka tidak akan membentuk oppositonal brand loyalty terhadap merek pesaing lainnya.

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This study aims to analyze how the influence of the interaction characteristics in the community can affect the perceived benefits are felt by members of the community, whether the perceived benefits they feel they can develop community commitment, as well as see the influence of community commitment towards oppositional brand loyalty. The sample of this research are member of several existing automobiles community in Indonesia, with the number of valid sample as many as 133 respondents. The data is processed by using Structural Equation Modeling. The analytical results reveal that community engagement of brand community make members perceive many benefits. Furthermore, learning benefits are the main factors to form community commitments. But, when members have community commitments, they will not form oppositional brand loyalty to other rival brands.