

Pengaruh electronic word of mouth positif terhadap dimensi sikap merek pada pengguna transjakartatm = The effect of positive electronic word of mouth toward brand attitude s dimension on transjakartatm user

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Abstrak

Penelitian ini dilakukan dengan tujuan untuk melihat pengaruh electronic word-of-mouth positif terhadap dimensi sikap merek pada pengguna TransjakartaTM. Penelitian ini adalah penelitian field experiment dengan desain non equivalent control group design (dengan dan tanpa electronic word-of-mouth positif) pretest-posttest. Partisipan dalam penelitian ini adalah pengguna TransjakartaTM dan memiliki akun LINETM, berjumlah 69 orang yang dikelompokkan menjadi KE (37 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 grup chat LINETM. Dalam penelitian ini, sikap merek diukur menggunakan alat ukur sikap merek Wu dan Wang (2011).

Hasil penelitian menunjukkan bahwa electronic word-of-mouth positif memiliki pengaruh secara signifikan terhadap sikap merek ($t = 4.215 = 0.000$ ($p < 0.05$)) dan dimensi-dimensinya (kepercayaan merek, afeksi merek, dan intensi membeli), yang berarti terdapat perbedaan yang signifikan antara peningkatan selisih mean antar kelompok sebelum dan sesudah diberikan stimulus electronic word-of-mouth positif. Hal ini menunjukkan bahwa electronic word-of-mouth positif memiliki pengaruh terhadap sikap merek beserta ketiga dimensinya (kepercayaan merek, afeksi merek, dan intensi membeli). Dengan demikian pengelola TransjakartaTM dapat memberikan electronic word-of-mouth positif kepada masyarakat untuk mempengaruhi sikap merek sehingga lebih banyak yang menggunakan TransjakartaTM.

This research was conducted to see the effect of positive electronic word-of-mouth toward brand attitude's dimension on TransjakartaTM user. This research was a field experimental research with a non-equivalent control group design (with and without positive electronic word-of-mouth) pretest-posttest. Participants in this research are TransjakartaTM user and had LINETM account, a total 69 people grouped into KE (37 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 group chat. In this research, brand attitude were measured using Wu & Wang brand attitude's scale (2011).

The results of research shows that the positive electronic word-of-mouth having a significant effect on brand attitude ($t = 4.215 = 0.000$ ($p < 0.05$)) and it dimensions (brand trust, brand affection, and purchase intention), which means there are significant differences between the increase in mean between two group before and after given positive electronic word-of-mouth. This means that the positive electronic word-of-mouth had the effect toward brand attitude and it dimensions. Thus, TransjakartaTM management can affect the brand attitude of TransjakartaTM by giving positive electronic word-of-mouth to the community in order to increase the use of TransjakartaTM.