

# Analisis pengaruh social media interaction terhadap emotional attachment brand relationship quality dan word of mouth studi kasus festival musik di Jakarta dan Depok = The effect of social media interaction on emotional attachment brand relationship quality and word of mouth case study music festivals in Jakarta and Depok

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## Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh social media interaction terhadap emotional attachment brand relationship quality dan word of mouth Sampel penelitian ini adalah 215 orang pengunjung festival musik yang diteliti dalam penelitian antara lain We The Fest 2014 Sounds Fair 2014 Jakarta Blues Festival 2014 Jazz Goes to Campus 2014 Djakarta Warehouse Project 2014 Hammersonic 2015 Music Gallery 2015 dan Java Jazz Festival 2015 dan dikumpulkan menggunakan metode non probability sampling dengan teknik convenience dan snowball sampling Data diolah dengan menggunakan metode Structural Equation Modelling

Hasil penelitian menunjukkan bahwa social media interaction memberikan pengaruh positif terhadap emotional attachment Namun social media interaction tidak memberikan pengaruh langsung terhadap brand relationship quality melainkan melalui emotional attachment Kemudian emotional attachment juga tidak memberikan pengaruh langsung terhadap word of mouth melainkan melalui brand relationship quality

.....This study aims to analyze the effect of social media interaction to emotional attachment brand relationship quality and word of mouth The sample are visitors of the music festivals examined in the study such as We The Fest 2014 Sounds Fair 2014 Jakarta Blues Festival 2014 Jazz Goes to Campus 2014 Djakarta Warehouse Project 2014 Hammersonic 2015 the Music Gallery in 2015 and the Java Jazz Festival 2015 and gathered through non probability sampling method using convenience and snowball sampling technique The data was processed using Structural Equation Modeling

The results show that social media interaction has a positive effect on emotional attachment However social media interaction doesn't have a direct effect on brand relationship quality instead it influences brand relationship quality through emotional attachment The results also show the emotional attachment does not provide a direct effect on word of mouth and it does through brand relationship quality instead