

Pengaruh relasi merek konsumen terhadap intensi pembelian ulang dan buah bibir dalam kategori produk smartphone dan soft drink = The effect of consumer brand relationship on repurchase intention and word of mouth in smartphone and soft drink product categories / Aisha Ayu Syahputri

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Abstrak

[ABSTRAK

Dewasa ini, marak kita temui istilah lovers dan haters. Istilah itu muncul akibat adanya hubungan antara merek dan konsumen. Hubungan atau relasi yang kuat di antara konsumen dan merek berkembang menjadi cinta pada merek. Penelitian mengenai kecintaan pada merek mulai berkembang, dari antedecedent hingga outcomes-nya. Penelitian ini menjelaskan adanya pengaruh dari relasi merek konsumen terhadap intensi pembelian ulang dan buah bibir dalam kategori produk utilitarian (smartphone) dan hedonis (softdrink).

Dalam penelitian ini, penulis menggunakan analisis structural equation modeling atau SEM dengan piranti lunak AMOS 22. Kuesioner disebar pada 213 responden dari kategori produk smartphone dan 220 responden dari kategori produk softdrink. Hasil dari penelitian terdapat perbedaan antara relasi merek dengan outcomes-nya pada dua kategori produk yang diuji. Pada kategori produk smartphone, cinta pada merek tidak mempengaruhi intensi pembelian ulang, tetapi mempengaruhi penyebaran buah bibir positif oleh konsumen terhadap produk. Sedangkan, pada kategori produk soft drink, preferensi merek tidak mempengaruhi intensi pembelian ulang, dan konsumen yang memiliki intensi pembelian ulang tidak mempengaruhi terciptanya buah bibir suatu merek oleh konsumen.

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ABSTRACT

Today, we have come across the term lovers and haters. The term that emerged as a result of the relationship between brands and consumers. Strong relationship between consumer and brand is growing into a term called brand love. Therefore, research on brand love began from its antecedents to outcomes. In this research describes the influence of consumer brand relation to the repurchase intention and positive word-of-mouth in the category of utilitarian products (smartphones) and hedonic (soft drinks).

In this research, the authors used structural equation modeling analysis or SEM with AMOS 22. The questionnaire was distributed to 213 respondents from smartphone product category and 220 respondents from soft drink product category. As the results of the study, there is a significance difference between brand relationship with its outcomes on two product categories tested. Brand love did not

affect repurchase intention, but positively affect word-of-mouth on smartphone product category. Meanwhile, the result of soft drink product category, brand preference does not affect repurchase intentions, and consumers who wants to repurchase the product does not intend to spread word-of-mouth about the product, Today, we have come across the term “lovers and haters”. The term that emerged as a result of the relationship between brands and consumers. Strong relationship between consumer and brand is growing into a term called brand love. Therefore, research on brand love began from its antecedents to outcomes. In this research describes the influence of consumer brand relation to the repurchase intention and positive word-of-mouth in the category of utilitarian products (smartphones) and hedonic (soft drinks).

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