

Analisis meningkatkan brand loyalty dengan pembentukan brand community commitment pada perusahaan otomotif: studi kasus Toyota Fortuner Club of Indonesia = The analysis of developing brand loyalty through building brand community commitment in the automotive company: case study Toyota Fortuner Club of Indonesia

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Abstrak

Industri otomotif saat ini semakin berkembang. Berdasarkan data statistik Gaikindo (Gabungan Industri Kendaraan Bermotor Indonesia), pencapaian penjualan kendaraan bermotor khususnya roda empat pada tahun 2013 lalu mencapai 1.226.901 unit (domestic auto market & export import category) atau ada kenaikan sebesar 10% jika dibandingkan tahun 2012 yaitu 1.116.230 unit. Namun tahun 2015 ini mengalami penurunan dibandingkan tahun sebelumnya, salah satu penyebabnya dari siklus hidupnya (lifecycle) yang sudah masuk tahap dewasa (maturity). Berbagai program telah dikembangkan dan diimplementasikan untuk meningkatkan customer loyalty. Namun, jenis loyalty program yang diperlukan tetapi tidak cukup untuk meningkatkan customer loyalty dari berbagai sisi.

Kepentingan penelitian di brand community diawali oleh fakta bahwa brand community membantu perusahaan untuk menarik konsumen individu dan untuk memperkuat customer relationship. Penelitian ini dibuat untuk menganalisa pengaruh trust dan affect terhadap sebuah brand community dalam komitmen dari brand community, dan menguji melalui suatu mekanisme komitmen dalam brand community yang dapat meningkatkan loyalty behaviors. Hasil dari penelitian ini menunjukkan secara signifikan dan positif.

Sampeldari 160 responden anggota Toyota Fortuner Club of Indonesia yang ikut berpartisipasi mengisi kuesioner (online dan offline). Dan analisis data menggunakan SEM (Structural Equation Modelling).

.....The automotive industry is currently growing. Based on statistical data Gaikindo (Indonesian Automotive Industry Association), the achievement of sales of four-wheeled motor vehicles, especially in 2013 and reached 1,226,901 units (domestic auto market and export import category) or there is an increase of 10% when compared to the year 2012 is 1,116. 230 units. However, 2015 has decreased compared to previous years, one of the causes of the life cycle (lifecycle) which has entered the mature stage (maturity). Various programs have been developed and implemented to increase customer loyalty. However, the type of loyalty program necessary but not sufficient to improve customer loyalty from all sides.

Brand research interests in the community initiated by the fact that the brand community helps companies to attract individual consumers and to strengthen the customer relationship. This study was made to analyze the influence trust and Affect towards a community brand in the commitment of the brand community, and investigate through a mechanism in the brand community commitment to increase loyalty behaviors. Results from this study showed significant and positive. A sample of 160 respondents member of the Toyota Fortuner Club of Indonesia who participated fill out a questionnaire (online and offline). And data analysis using SEM (Structural Equation Modelling).