Pengaruh brand community dan community engagement terhadap brand trust pada media sosial: studi kasus GoProID = The influence of brand community and community engagement towards brand trust on social media: case study community of GoProID

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Abstrak

[Penelitian ini menjelaskan mengenai komunitas merek dengan mengembangkan model yang menggambarkan bagaimana pandangan pelanggan atas unsur-unsur komunitas merek pada media sosial, yaitu pandangan pelanggan atas produk, pandangan pelanggan atas merek, pandangan konsumen atas perusahaan, dan pandangan pelanggan atas pelanggan lainnya, serta tingkat keterlibatan (community engagement) terhadap kepercayaan merek. Penelitian ini berfokus pada 129 sampel yang tergabung dalam komunitas merek GoPro dan datanya

diolah dengan menggunakan analisis regresi linear berganda dan analisis regresi multivariat. Dari hasil penelitian ini diketahui bahwa terdapat pengaruh dari unsur komunitas merek yakni pandangan pelanggan atas produk, merek, perusahaan, dan pelanggan lainnya dengan brand trust. Dan community engagement sebagai variabel moderasi terbukti memiliki pengaruh dari variabel di dalam penelitian.

......This research explain about brand community by developing a model depicting how customers views with the elements of a brand community based on social media. (i.e brand, product, company, and other customers), also the level of community engagement towards brand trust. This research focused on 129 samples which joined in brand community of GoPro, and the data was tested by using multiple regression analysis and multivariate analysis regression. The result of this research indicated that the elements of brand community (customers views on product, customers views on brand, customers views on company, and customers views on other customers) affected brand trust. And community engagement as a moderating variable also have a significant effect on the variables in this research.;This research explain about brand community by developing a model depicting

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