

# Nation brand molecule dan pengaruh brand love terhadap positive words of mouth: Indonesia = Nation brand molecule and the impact of brand love towards positive words of mouth: Indonesia

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## Abstrak

### <b>ABSTRAK</b><br>

Indonesia perlu menemukan identitas pembedanya yang dapat diinvestigasi melalui konsep nation brand. Studi ini menggunakan penelitian mengenai nation brand molecule milik Rojas-Mendez (2013). Studi ini menemukan bahwa ketujuh dimensi yang ditemukan menyusun nation brand molecule pada penelitian Rojas-Mendez muncul pada kasus Indonesia. Subset yang muncul dari WNI beragam dengan nada positif dan negatif. Pada sisi negatif, korupsi, birokrasi, dan ketidaksetaraan pendapatan berada diantara asosiasi yang diberikan oleh responden. Pada sisi positif, ragam tujuan wisata, kepribadian yang positif, dan ragam budaya bangsa disebutkan oleh responden. Konsistensi adalah aspek penting berikutnya dalam membangun brand. Studi ini mengevaluasi konsistensi melalui keterlibatan WNI dalam pembicaraan positif (positive words of mouth atau positive WOM) dan antesedennya: inner dan social brand self-expressiveness dan brand love. Hasil statistik menunjukkan bahwa pengaruh inner- dan social brand self-expressiveness terhadap positive WOM dimediasi secara penuh oleh brand love. Wawasan lain yang juga diperoleh oleh studi ini adalah perbedaan persepsi yang dimiliki oleh masing-masing kelompok agama pada inner-, social brand self-expressiveness, brand love, dan positive WOM

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### <b>ABSTRACT</b><br>

Indonesia needs to figure its differentiating identity that can be investigated through the concept of nation brand. This study was trying to identify it using Nation Brand Molecule theory by Rojas-Mendez (2013). This study found that all seven dimensions found in the Nation Brand Molecule appear in the case of Indonesia. The subsets associated by Indonesians were varied in both negative and positive tones. On the negative side, corruption, bureaucracy, and income inequality are among the associations given by the respondents. On the other hands, positive associations were also found on the subsets of the dimensions: various tourism destination, positive personality of the people, and diverse national culture. Consistency is followed to be an important aspect in establishing a brand, including nation brand. This study tried to evaluate the consistency through people's engagement in the positive words of mouth (WOM) and its antecedent: inner and social brand self-expressiveness and brand love. The statistical outcome shows that the effect from inner and social brand selfexpressiveness

towards positive WOM are fully mediated by brand love. Another insight that this study was able to accomplish was how each group of religion perceived inner-, social brand self-expressiveness, brand love, and positive WOM