

Peran brand affect dalam memengaruhi hubungan antara perceived ethicality dan brand loyalty pada konsumen lanjut usia = The role of brand affect in influencing the relationship between perceived ethicality and brand loyalty in older consumers

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Abstrak

Brand loyalty, kesetiaan konsumen untuk membeli suatu produk atau merek secara terus menerus, merupakan salah satu faktor yang dapat meningkatkan laba perusahaan. Akan tetapi, saat ini konsumen mungkin memiliki pertimbangan lain sebelum melakukan pembelian dan memilih setia pada suatu produk dan merek. Penelitian sebelumnya menunjukkan consumer perceived ethicality mempengaruhi brand loyalty melalui brand affect. Penelitian ini bertujuan untuk menguji apakah brand affect dapat mempengaruhi hubungan antara consumer perceived ethicality dan brand loyalty pada konsumen lanjut usia. Penelitian ini melibatkan 331 orang lansia yang mengkonsumsi produk air kemasan bermerek AQUA dengan metode survei menggunakan kuesioner baik secara langsung ataupun online. Hasil analisa mediasi menggunakan teknik analisis regresi dengan PROCESS menunjukkan bahwa brand affect berperan sebagai mediator sebagian terhadap hubungan consumer perceived ethicality dan brand loyalty. Hal ini berarti, konsumen lansia cenderung melihat apakah suatu merek memiliki nilai etis daripada menggunakan afeksi mereka untuk tetap setia membeli produk air kemasan yang diteliti.

Brand loyalty, consumers' loyalty to buy a product or a brand continuously, is one factor to increase company's profits. However, consumers may have to do some evaluations before they decide to be loyal on a brand or a product. Previous research suggested that consumer perceived ethicality predicted brand loyalty through brand affect. The aim of this study is to examine if brand affect influence the relationship between consumer perceived ethicality and brand loyalty on older adult consumers. There were 331 older adult consumers of AQUA who participated in this study by filling in a paper based or online set of questionnaires. Mediation analysis result using PROCESS macro suggested that brand affect only partially influenced the relationship between consumer perceived ethicality and brand loyalty. It can be concluded that older adult consumers were more likely seeing brand's ethicality instead of using their affection to keep loyal towards a brand studied.