

Analisis pengaruh interaktivitas user pada komunitas online brand dalam membangun brand love melalui mediasi identitas sosial = Analysis on effect of user interactivity in virtual brand community to build brand love mediated by social identity

Rakhmania Anindhita Pithaloka, author

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Abstrak

ABSTRAK

Brand Love merupakan salah satu konstruk baru dalam komunikasi pemasaran untuk mengukur hubungan emosional antara brand dan konsumen. Brand Love didasarkan pada dugaan bahwa brand memiliki karakter manusia dan konsumen memiliki perasaan emosional terhadap brand. Penelitian mengenai Brand Love umumnya menggunakan pendekatan hubungan interpersonal dimana peranan identitas dan identifikasi menjadi penting. Sementara itu, adanya media baru membuat praktisi komunikasi pemasaran menciptakan komunitas brand online dengan dua aktivitas utama terkait interaktivitas adalah kemampuan brand untuk menciptakan dan menanamkan nilai dalam komunitas penciptaan nilai dan bagaimana konsumen secara aktif berinteraksi di komunitas online tersebut Social Interactive Engagement. Penelitian ini bertujuan untuk membuktikan model bahwa komunikasi pemasaran dalam komunitas online brand melalui variable Social Interactive Engagement dan Penciptaan Nilai berpengaruh terhadap Brand Love, yang termediasi oleh social identity dan di moderasi oleh sifat self expressive dari brand. Penelitian dilakukan melalui metode survey terhadap sample yang dikumpulkan secara purposive terhadap anggota komunitas online brand berusia 20-44 tahun dan bekerja di area Sudirman-SCBD Jakarta. Hipotesis kemudian diuji menggunakan Partial Least Square Structural Equation Modeling. Penelitian ini menemukan adanya hubungan positif antara interaktivitas user melalui variabel Social Interactive Engagement dan penciptaan nilai terhadap Brand Love yang termediasi variabel identitas sosial dan termoderasi variabel self expressive brand. Penelitian ini memberikan sumbangsih bagi perkembangan teori Brand Love terutama pada indikator-indikatornya dan saran bagi praktisi komunikasi pemasaran untuk memanfaatkan komunitas online sebagai bagian strategi integrated marketing communication. Rekomendasi penelitian ini adalah untuk melihat jugakonteks sosio-kultural, dan menggunakan pendekatan sampling probabilita agar hasil penelitian bisa ditarik ke populasi.

ABSTRACT

Brand Love is a new construct in marketing communications to measure emotional relationship between brand and consumer. Brand Love term was based on an allegation that brand has human characters and consumers develop an emotional feeling toward brand. Researches about Brand Love generally use interpersonal relationship approach, where the role of identity and identification matters. While the rise of new media makes marketers create virtual brand community with two of the main activity that happened with this interactivity is the ability of brand to create and seed value within the community, and how the consumer actively interact in the virtual community. Objective of this research was to prove marketing communication model in virtual brand community with variable Social Interactive Engagement and Value Creation have effect on Brand Love that was mediated by social identity and moderated by self expressive

character of the brand. Research used survey as a method toward sample that was collected by using purposive method. Samples are virtual brand community member age 20-44, working in Sudirman SCBD Jakarta. Hypothesis was tested by using Partial Least Square Structural Equation Modeling. This research found positive correlation among user interactivity in virtual brand community through variables Social Interactive Engagement and Value Creation toward Brand Love, mediated by Social Identity and moderated by Self Expressive Brand. This research has significance for theoretical development of Brand Love and suggestion for marketing communication strategy to utilize brand online community as a part of integrated marketing communication strategy. The recommendation from this research is to also look at socio-cultural context and using probability sampling approach, so the findings are able to be applied in population.