

Analisis pengaruh self-expressive brands pada facebook terhadap brand love, brand advocacy word of mouth dan brand advocacy acceptance = Analysis of the influence of self expressive brands on facebook towards brand love brand advocacy word of mouth and brand advocacy acceptance

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Abstrak

Brand berperan dalam membantu konsumen untuk membangun identitas diri mereka Escalas dan Bettman, 2003 sehingga brand yang dipilih konsumen dinilai memiliki nilai yang jauh lebih dari sekedar nilai fungsional McDonald dan Wilson, 2011 . Menurut Schau dan Gilly 2003 , social networks memungkinkan seorang konsumen untuk menunjukkan sebuah 'ideal self' mereka. Penelitian ini bertujuan untuk mengetahui pengaruh self-expressive brands inner dan social self yang ada pada Facebook terhadap brand love, brand advocacy word of mouth, dan brand advocacy acceptance. Sampel yang digunakan dalam penelitian ini adalah para pengguna Facebook yang pernah melakukan 'like', 'comment' dan 'share' terhadap suatu brand page tertentu yang ada di Facebook dalam kurun enam bulan terakhir. Data diolah dengan menggunakan metode Structural Equation Modeling SEM.

Hasil penelitian menunjukkan bahwa self-expressive brands inner self dan self-expressive brands social self berpengaruh positif terhadap brand love. Lalu, brand love memiliki pengaruh signifikan yang bersifat positif terhadap brand advocacy word of mouth dan brand advocacy acceptance. Selain itu, self-expressive brands inner self berpengaruh positif terhadap brand advocacy acceptance namun tidak berpengaruh terhadap brand advocacy word of mouth. Sebaliknya, self-expressive brands social self berpengaruh positif terhadap brand advocacy word of mouth namun tidak berpengaruh terhadap brand advocacy acceptance.

Brand has a role to help consumer in developing their self identity Escalas and Bettman, 2003 so the consumer selects particular brand far beyond its functional benefit McDonald and Wilson, 2011. Schau and Gilly 2003 found that social networks allow consumer to show their 'ideal self'. This study aims to analysis the effect of self expressive brands on Facebook towards brand love, brand advocacy word of mouth, and brand advocacy acceptance. Samples in this study are Facebook user who had already given their like, comment and share for a particular brand within six months. The data was processed by using Structural Equation Modeling SEM.

The result of this study found that both self expressive brands inner self and self expressive brands social self have positive effect to brand love. Brand love has positive effect to brand advocacy word of mouth and brand advocacy acceptance. This study also found that self expressive brands inner self has positive effect to brand advocacy acceptance, but it doesn't have effect to brand advocacy word of mouth. On the other hand, self expressive brands social self has positive effect to brand advocacy word of mouth, nevertheless it doesn't have effect to brand advocacy acceptance.