

Analisis pengaruh value congruity dan consumer brand identification terhadap brand commitment dan positive word of mouth: studi kasus pada merek Sneakers kasual = The effect of value congruity and consumer brand identification toward brand commitment and positive word of mouth: case study on casual Sneakers brand

Adjhi Satriyo, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20457760&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kesamaan nilai dalam diri konsumen dengan merek sneakers favorit terhadap identifikasi merek, komitmen konsumen serta perilaku WOM positif. Merek sneakers yang menjadi studi dalam penelitian ini yakni Adidas, Nike, Vans, New Balance dan Converse. Sampel penelitian ini adalah pengguna sneakers yang pernah membeli produk-produk sneakers tersebut dan masih menggunakannya selama 6 bulan terakhir. Data diolah dengan menggunakan metode Structural Equation Modeling. Hasil penelitian menunjukkan bahwa value congruity berpengaruh terhadap consumer brand identification, namun tidak terhadap brand commitment secara langsung. Selain itu, consumer brand identification tidak memiliki pengaruh langsung yang dapat mempengaruhi perilaku positive WOM melainkan melalui social compliance brand commitment.

.....This study aims to analyze the effect of value congruity between consumer with their favorite sneakers brand toward brand identification, consumers rsquo commitment and positive WOM. The brand that become the case of this study are Adidas, Nike, Vans, New Balance and Converse. Sample of this research are consumer who have bought those sneakers products and still use them for the last 6 months. The data then analyzed using Structural Equation Modeling method. The results showed that value congruity does have significant effect on consumer brand identification, but not to brand commitment directly. In addition, consumer brand identification does not have a direct influence that can affect the positive WOM but through social compliance brand commitment.