

# Analisis pengaruh interaksi media sosial terhadap emotions, brand relationship quality dan word of mouth pada pengunjung Festival musik Java jazz 2017 = The effect of social media interaction towards emotional attachment, brand relationship quality and word of mouth: case study Java jazz festival 2017

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## Abstrak

Banyaknya acara pameran serta festival musik berskala internasional merupakan salah satu indikator pertumbuhan sektor jasa-jasa yang berkaitan erat dengan pariwisata. Di sisi lain, teknologi dan internet telah mengubah cara dunia berinteraksi dan berkomunikasi. Word of mouth, dimana salah satu penyebarannya adalah melalui media sosial, dirasa cukup penting bagi promosi festival musik. Penelitian ini bertujuan untuk menganalisis pengaruh interaksi media sosial terhadap emotions, brand relationship quality dan word of mouth. Salah satu festival musik terbesar di Indonesia yang rutin diselenggarakan setiap tahunnya yakni Java Jazz Festival yang akan menjadi studi kasus dalam penelitian ini. Sampel penelitian ini adalah 187 orang pengunjung festival musik Java Jazz 2017. Data diolah dengan menggunakan metode Structural Equation Model.

Hasil penelitian menunjukkan bahwa interaksi media sosial memberikan pengaruh positif terhadap emotional attachment. Namun interaksi media sosial tidak memberikan pengaruh langsung terhadap brand relationship quality, melainkan melalui emotional attachment. Kemudian emotional attachment memberikan pengaruh langsung ke brand relationship quality.

.....The large number of international exhibitions and music festivals is one indicator of the growth of the services sector which is closely related to tourism. On the other hand, technology and the internet have changed the way the world is interactive and communicating. Furthermore, Word of mouth, which one of its spread is through social media, it is considered quite important for the promotion of music festivals.

This study aims to analyze the influence of social media on emotions, the quality of brand relationships and word of mouth. One of the biggest music festivals in Indonesia is regularly held every year Java Jazz Festival which will be the case study of this research. The sample of this research is 187 people of Java Jazz music festival 2017. The data is obtained by using Structural Equation Model method.

The results showed that the interaction of social media has a positive effect on emotional attachment. However, social media interaction does not directly influence the quality of brand relationships, auctions through emotional attachment. Then the emotional attachment gives a direct influence on the quality of the brand relationship.