

Peran community engagement dan brand community types dalam membangun brand trust pada social media based brand community = The roles of community engagement and brand community types in building brand trust on social media based brand community

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Abstrak

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Penelitian ini bertujuan untuk mengetahui pengaruh hubungan customer-centric yang ada di dalam social media based brand community hubungan pelanggan dengan produk, merek, perusahaan, dan pelanggan lainnya terhadap brand trust, dengan mengukur efek moderasi dari community engagement dan brand community types. Responden penelitian ini sebanyak 220 responden, yang berasal dari dua tipe brand community yaitu customer-initiated brand community dan company-initiated brand community. Secara umum pengukuran dilakukan dengan menggunakan metode Structural Equation Modeling. Hasil yang didapatkan dari analisis penelitian ini adalah dari keempat elemen hubungan customer-centric hubungan pelanggan dengan produk, merek, perusahaan, dan pelanggan lain, hanya hubungan pelanggan-merek yang signifikan berpengaruh terhadap brand trust, sehingga hal tersebut menarik untuk diinvestigasi lebih lanjut. Selain itu, dalam penelitian ini juga didapatkan adanya efek moderasi dari community engagement dan community types dalam hubungan customer-centric terhadap brand trust.

ABSTRACT

This study aims to understand the influence of customer centric relationships in the social media based brand community customer relationships with product, brand, company, and other customers on brand trust, by measuring the moderating effects of community engagement and brand community types. The respondents are 220 respondents, coming from two types of brand community customer initiated brand community and company initiated brand community. In general, the measurement is done by using Structural Equation Modeling method. The results obtained from the analysis of this study are from the four elements of customer centric relationships customer relationships with products, brands, companies, and other customers, only customer brand relationships that significantly affect brand trust, so it is interesting to investigate further. In addition, this research also found moderation effect of community engagement and community types in customer centric relation to brand trust.