

Analisis pengaruh customer brand co-creation melalui virtual brand community terhadap brand knowledge dan brand value dalam industri game = The analysis of customer brand co-creation effect through virtual brand community towards brand knowledge and brand value in game industry

Aldi Putra Laksana, author

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Abstrak

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Tesis ini mengembangkan konsep customer brand co-creation behaviour sebagai bagian dari service dominant logic era yang dilakukan melalui media virtual brand community pada industri video game serta memberikan analisis mengenai fenomena tersebut terkait bagaimana customer brand co-creation behaviour dapat terjadi dan apa dampak dari adanya customer brand co-creation behaviour. Hasil menunjukkan bahwa customer brand co-creation behaviour dapat terjadi melalui brand engagement, brand self-congruity dan category involvement yang mana masing-masing hal tersebut adalah unik, memiliki peran dan cara tersendiri dalam mendorong seseorang untuk melakukan co-creation. Selain itu, virtual brand community dapat dimanfaatkan untuk mendorong seseorang melakukan co-creation yang pada akhirnya akan berpengaruh terhadap pengetahuan seseorang mengenai brand dan persepsi value dari brand.

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ABSTRACT

This thesis develops the concept of customer brand co creation behaviour as part of service dominant logic era which take place through virtual brand community within video game industry and provide the analysis about how customer brand co creation behaviour occur and what is the consequences. The result implies that customer brand co creation behaviour take place through brand engagement, brand self congruity and category involvement which have unique trait and distinct role and different mechanism to encourage people to co create. Furthermore, virtual brand community could be exploited to encourage people to co create. In return, this behaviour would increase customer brand knowledge and perceived brand value.