

Analisis pengaruh ideal self-congruence dan emotional brand attachment terhadap perilaku konsumen: compulsive buying, brand loyalty, dan external trash-talking: studi pada produk-produk fashion = The impact of ideal self-congruence and emotional brand attachment toward consumer's behavior: compulsive buying, brand loyalty, and external trash-talking: study on fashion products

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Abstrak

Kecocokan seorang konsumen dengan suatu merek dapat mendorong keterikatan konsumen dengan merek tersebut, yang kemudian mengarahkan pada beberapa perilaku konsumen. Skripsi ini membahas tentang peran dari ideal self-congruence terhadap emotional brand attachment, compulsive buying, brand loyalty, dan external trash-talking. Selanjutnya, skripsi ini juga membahas peran dari emotional brand attachment terhadap beberapa perilaku konsumen yang terdiri dari compulsive buying, brand loyalty, dan external trash-talking dengan objek penelitian pada produk-produk fashion.

Penelitian ini menggunakan desain penelitian conclusive-descriptive dan single-cross sectional. Kriteria responden adalah pria dan wanita dengan usia 17 tahun ke atas yang memiliki satu atau beberapa merek fashion favorit dan pernah melakukan pembelian produk dari merek favoritnya dalam satu tahun terakhir. Kuesioner disebarakan melalui google form, dengan total 208 responden yang didapatkan, dan pengolahan datanya dilakukan dengan Structural Equation Modeling (SEM) menggunakan software Lisrel 8.51. Hasil penelitian menunjukkan bahwa ideal self-congruence mempengaruhi emotional brand attachment dan brand loyalty, tetapi tidak mempengaruhi compulsive buying dan external trash-talking secara langsung. Selain itu, dari hasil penelitian juga didapatkan bahwa emotional brand attachment berpengaruh positif terhadap compulsive buying, brand loyalty, dan external trash-talking.

.....The congruence of a consumer with a brand can encourage consumers engagement with the brand, which then leads to some consumer behavior. This study discusses the role of ideal self-congruence on emotional brand attachment, brand loyalty, compulsive buying, and external trash-talking. Furthermore, this study also discusses the role of emotional brand attachment on several consumer behaviors such as compulsive buying, brand loyalty, and external trash-talking with fashion products as the object of research. This study used conclusive-descriptive and single-cross sectional research designs. The criteria of respondents were men and women aged 17 years and over who has one or several favorite fashion brands and had purchased products from their favorite brands in the past year. The questionnaire was distributed through google form, with a total of 208 respondents obtained, and the data processing was done by using Structural Equation Modeling (SEM) with Lisrel 8.51 software.

The results showed that ideal self-congruence affects emotional brand attachments and brand loyalty but does not directly affect compulsive buying and external trash-talking. In addition, the study also found that emotional brand attachment has a positive effect on compulsive buying, brand loyalty, and external trash-talking.