

# Pengaruh brand attachment terhadap perilaku positif dan negatif konsumen dengan attachment styles sebagai efek moderasi pada transportasi online di wilayah Jabodetabek = The Effect of brand attachment on consumer positive and negative behavior with attachment styles as a moderating effect on online transportation in Jabodetabek Region

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## Abstrak

Seiring berjalannya waktu, persaingan antara perusahaan transportasi online di Indonesia semakin sengit. Perusahaan saling berlomba dalam meningkatkan keterikatan merek kepada konsumen untuk mendapatkan keuntungan yang lebih tinggi. Penelitian ini bertujuan untuk memahami bahwa brand attachment tidak hanya mempengaruhi perilaku positif (brand loyalty) saja, tetapi juga perilaku negatif (oppositional brand loyalty), seperti trash-talking, schadenfreude, dan anti-brand actions pada industri ride-hailing di Indonesia, seperti Go-Jek dan Grab. Metode purposive sampling digunakan untuk penelitian ini dengan 357 responden dan dianalisis menggunakan structural equation modeling (SEM).

Temuan dari penelitian ini mengungkapkan bahwa brand attachment memiliki pengaruh terhadap brand loyalty, trash-talking, dan anti-brand actions namun tidak pada schadenfreude. Selanjutnya, variabel moderasi attachment anxiety meningkatkan hubungan antara brand attachment dengan trash-talking dan anti-brand actions sedangkan attachment avoidance tidak memoderasi hubungan tersebut. Implikasi manajerial serta rekomendasi untuk penelitian lebih lanjut dibahas dalam penelitian ini.

.....Over time, competition between online transportation companies in Indonesia is increasingly fierce. Companies compete with each other to increase brand attachment to consumers to get higher profits. This study aims to understand that brand attachment not only affects positive behavior (brand loyalty), but also negative behavior (oppositional brand loyalty), such as trash talking, schadenfreude, and anti-brand actions in the ride-hailing industry in Indonesia, such as Go-Jek and Grab. The purposive sampling method was used for this study with 357 respondents and analyzed using structural equation modeling (SEM).

The findings of this study reveal that brand attachments have an influence on brand loyalty, trash-talking, and anti-brand actions but not on schadenfreude. Furthermore, the attachment anxiety moderation variable increases the relationship between brand attachment and trash-talking and anti-brand actions while attachment avoidance does not moderate the relationship. Managerial implications and recommendations for further research are discussed in this study.