

Pengaruh aktivitas di dalam virtual community terhadap brand loyalty : sebuah pendekatan theory of planned behavior dan model of goal-directed behavior = Effect of activity in virtual community towards brand loyalty : a theory of planned behavior and model of goal-directed behavior approach / Rindradana Rildo

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Abstrak

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Pendekatan teoritis utama penelitian adalah *Theory of Planned Behavior* dan *Model of Goal Directed Behavior* yang mengkaji perilaku individu di komunitas virtual mempengaruhi preferensi konsol video game dengan meneliti faktor-faktor aktivitas individu di komunitas virtual. Penelitian kuantitatif dilakukan melalui survei terhadap 3 komunitas *video game* (2 non-merk, 1 merk) berjumlah 220 responden. Pengujian hipotesis memakai Structural Equation Modeling dengan menguji bersama-sama model dari variabel independen dan dependen. Hasil penelitian menunjukkan perilaku hedonisme individu di komunitas virtual tidak berpengaruh signifikan dalam membentuk loyalitas dan anteseden pembentuk loyalitas terhadap suatu merk adalah perilaku mencari informasi. Kontribusi manajerial penelitian menunjukkan di komunitas virtual, individu lebih terpengaruh hal-hal rasional melalui proses pencarian informasi. Variabel norma subjektif dan kontrol terhadap perilaku tidak menunjukkan pengaruh signifikan terhadap perilaku yang mencerminkan loyalitas.

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*The main theoretical research approach are Theory of Planned Behavior and Model of Goal Directed Behavior that examines the behavior of individuals in virtual communities influencing the preferences of video game consoles by examining the factors of individual activity in the virtual community. Quantitative research was conducted through a survey of 3 video game communities (2 non-brands, 1 brand) with total 220 respondents. Hypothesis testing uses Structural Equation Modeling (SEM) by testing together along models of independent and dependent variables. The research results show that the hedonism behavior of individuals in virtual communities doesnt have significant effect in shaping loyalty and antecedents of forming loyalty to a brand is information seeking behavior. Managerial contributions show that in virtual communities, individuals are more affected by rational things through the information-seeking process. Subjective norm variables and control of behavior do not show a significant effect on behavior that reflects loyalty.*