

Pengaruh brand relationship quality terhadap brand loyalty pasca pembelian pada produk bimbingan belajar online = The effect of brand relationship quality on post purchase loyalty on premium online learning and tutoring

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Abstrak

ada tahun 2018 Indonesia Digital Education and E-Learning Market Outlook mengeluarkan laporan yang bertajuk Rising Trend of Blended Learning to Drive The Future Growth, hasil yang ditunjukkan cukup mengejutkan karena Indonesia diramalkan akan menjadi Top 5 Buyers of mobile learning products and services, bersaing dengan negara adidaya seperti China, Amerika Serikat, juga negara berkembang seperti Brazil dan India, total pembelanjaan yang digunakan untuk menyediakan pendidikan berbasis digital di Indonesia juga terus meningkat dalam lima tahun terakhir. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor apa saja yang mempengaruhi niatan dan perilaku konsumen untuk melakukan pembelian kembali (repurchase intention) dan faktor-faktor yang membentuk brand loyalty dengan menggunakan pendekatan Brand Relationship Quality dan service quality. Kerangka riset ini diuji secara empiris dengan menggunakan 205 data pengguna bimbingan belajar online yang merupakan siswa yang duduk di bangku kelas VII hingga kelas XI. Data diambil dengan metode non-probability sampling melalui survey online dan menyebarkan kuesioner kepada siswa dan siswi pengguna bimbingan belajar online di sekolah-sekolah. Setelah data diambil, data akan diolah menggunakan metode PLS (Partial Least Square). Hasil menunjukkan bahwa seluruh hipotesis di dukung oleh data hasil penelitian kecuali pengaruh trust terhadap price tolerance, dan pengaruh satisfaction terhadap price tolerance yang dibahas pada analisa hipotesis. Penelitian ini menghasilkan implikasi teoritis dan praktis yang penting terutama untuk meningkatkan repurchase ratio dan customer retention.

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In 2018 Indonesia Digital Education and E-Learning Market Outlook issued a report entitled Rising Trend of Blended Learning to Drive The Future Growth, the results shown were quite surprising because Indonesia was predicted to become the Top 5 Buyers of mobile learning products and services, competing with superpowers such as China, the United States, as well as developing countries such as Brazil and India, the total expenditure used to provide digital-based education in Indonesia has also continued to increase in the last five years. This study aims to identify what factors influence consumer intention and behavior to repurchase and the factors that shape brand loyalty using the Brand Relationship Quality and service quality approach. This research framework was tested empirically using 205 online tutoring user data which were students who sat in class VII to class XI. Data is taken by nonprobability sampling method through online surveys and distributing questionnaires to students using online tutoring in schools. After the data is taken, the data will be processed using the PLS (Partial Least Square) method. The results show that all hypotheses are supported by research data except the effect of trust on price tolerance, and the effect of satisfaction on price tolerance discussed in hypothesis analysis. This research has important theoretical and practical implications especially for increasing repurchase ratios and customer retention.