

Pengaruh psychological sense of brand community terhadap brand commitment dan brand loyalty dengan pendekatan social identity theory = The effect of psychological sense of brand community on brand commitment and brand loyalty with social identity theory approach

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Abstrak

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Teori dan penelitian terbaru telah menunjukkan keberhasilan brand community dalam menjalin hubungan jangka panjang dengan pelanggan (Carlson, Suter, & Brown, 2008). Oleh karena itu, pemasar menjadi semakin tertarik menciptakan brand community. Namun, dasar-dasar psikologis persepsi pelanggan tentang komunitas dengan pengguna merek lain kurang dieksplorasi. Teori yang diaplikasikan dalam penelitian ini adalah Social Identity Theory dengan menguji anteseden baru dari Psychological Sense of Brand Community (PSBC) di kalangan pengguna iPhone. Structural Equation Modeling (SEM) digunakan untuk menilai hubungan yang dihipotesiskan. Hasil penelitian menunjukkan bahwa PSBC berkontribusi positif terhadap komitmen dan loyalitas pengguna iPhone.

ABSTRACT

Recent theory and research efforts have demonstrated the efficacy of brand communities at establishing long-term relationships with their customers (Carlson, Suter, & Brown, 2008). Therefore, marketers become increasingly interested in creating brand communities. However, the psychological underpinnings of customer perceptions about the community with other brand users are less explored. The theory applied in this study is Social Identity Theory by examining new antecedents from Psychological Sense of Brand Community (PSBC) among iPhone users. Structural Equation Modeling (SEM) was used to assess the hypothesized relationships. The findings showed that PSBC positively contributes to iPhone users commitment and loyalty