

Effect of perceived personalization and self-expressive brand towards perceived quality and brand loyalty of local footwear brands on Instagram = Analisis pengaruh perceived personalization dan self-expressive brand terhadap perceived quality dan brand loyalty pada merek sepatu lokal di Instagram.

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Abstrak

Seiring dengan meningkatnya penetrasi internet di Indonesia, peningkatan tersebut juga turut mendorong orang-orang di Indonesia untuk menggunakan berbagai macam produk dan layanan berbasis internet khususnya media sosial seperti Instagram. Di tengah peluang yang tersedia ini, bisnis yang sekarang sedang diminati untuk menunjang gaya hidup seperti merek sepatu lokal dapat memanfaatkan peluang tersebut dengan menggunakan fitur iklan yang dipersonalisasi yang ada di Instagram. Penelitian kuantitatif ini dilaksanakan untuk menganalisis pengaruh iklan yang dipersonalisasi melalui variabel perceived personalization dan self-expressive brand yang mana diprediksi dapat mempengaruhi perceived quality dan brand loyalty merek sepatu lokal yang beriklan di Instagram. Sebanyak 386 responden yang merupakan pengguna Instagram dan juga konsumen dari empat merek sepatu lokal diperoleh menggunakan metode purposive sampling dan dianalisis menggunakan permodelan Partial Least Squares-Structural Equation Modeling (PLS-SEM). Hasil penelitian ini menunjukkan bahwa perceived personalization dan self-expressive brand dalam konteks iklan yang dipersonalisasi berpengaruh terhadap consumer brand engagement dan brand attachment yang dimana kedua faktor ini juga mempengaruhi perceived quality, dan juga hasil penelitian ini menunjukkan brand attachment dan perceived quality mempengaruhi brand loyalty.

Along with the increasing level of internet penetration in Indonesia, the current developments encourage people to familiarize and adopts variety of internet-based products and service especially Instagram as social media in Indonesia. Amidst these opportunities, businesses that are particularly preferred in current lifestyle like local footwear brand can take advantage by being present on Instagram to foster their relationship with their consumers through personalised advertisement. This quantitative research is constructed to analyse the effectiveness of personalised advertisement by proposing key driver namely perceived personalization and self-expressive brands that predicts consumer brand engagement, brand attachment and its effect towards perceived quality and brand loyalty. A total of 386 respondents that are Instagram users and consumers of four local footwear brand were collected using purposive sampling method and the data was processed using Partial Least Squares-Structural Equation Modelling (PLS-SEM). The findings suggest that perceived personalization and self-expressive brand within personalised advertisement affect the consumer's brand engagement and brand attachments. Whereby, consumer brand engagement and brand attachment play an important role on affecting the perceived quality. Lastly Brand attachment and perceived quality also found to influence the consumer's loyalty toward a brand.