

Analisis Pengaruh Pencarian Status dan Perceived Similarity dengan Pertimbangan Homophily dalam Social Servicescape pada Fitness Boutique: Trainstation Studio = Analysis The effect of Status Seeking and Perceived Similarity with Consideration of Homophily in Social Servicescape at Fitness Boutique: Trainstation Studio

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Abstrak

ABSTRAK

Saat ini di Indonesia, industri fitness cukup berkembang dengan munculnya berbagai fitness boutique yang menyediakan kelas-kelas khusus. Hal ini menjadi bukti bahwa gaya hidup sehat mulai diterapkan bagi masyarakat Indonesia, khususnya wanita karena banyak dari fitness boutique yang ditujukan bagi wanita. Trainstation Studio merupakan salah satu fitness boutique yang memiliki fasilitas cukup lengkap dan terkenal dikalangan wanita. Penelitian ini ingin mempelajari apakah perceived similarity dengan pelanggan lain (homophily) di Trainstation Studio dapat mempengaruhi self-image congruence dan self-brand congruence yang akan mempengaruhi attitude positif dan membuat pelanggan melakukan word of mouth yang positif dan return intention. Kemudian, penelitian ini ingin mempelajari apakah need for status (high dan low) memoderasi hubungan perceived similarity terhadap self-brand congruence dan membuktikan variabel self-image congruence memediasi hubungan perceived similarity dan self-brand congruence. Metode purposive sampling digunakan dalam penelitian ini dan terdapat 202 responden yang berkontribusi. Kuesioner penelitian disebarakan secara online dan data dianalisis dengan menggunakan pemodelan Partial Least Square- Structured Equation Modelling (PLS-SEM). Hasil penelitian menunjukkan bahwa perceived similarity dengan pelanggan lain mempengaruhi self-brand congruence dan self-image congruence yang akan mempengaruhi attitude positif dan berujung pada word of mouth dan return intention. Need for status baik yang tinggi maupun rendah berperan sebagai moderasi dalam hubungan antara perceived similarity dan self-brand congruence dan self-image congruence terbukti memediasi hubungan antara perceived similarity dengan self-brand congruence.

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<i>ABSTRACT</i>

These days, Indonesian fitness industry is quite developed with the emergence of fitness boutiques which provide specific classes. This proves that a healthy lifestyle is applied by Indonesians, especially women because many fitness boutiques are aimed at women. Trainstation Studio is one of the fitness boutiques which has all-in one and well-known facilities among women. This study wants to discuss whether perceived similarity with other customers (homophily) in Trainstation Studio can affect self-image congruence and self-brand congruence which will affect the positive attitude of customers and make customers give a positive word of mouth and return intention. In addition, this study also discuss whether the need for status (high and low) moderates the relationship of perceived similarity and self-brand congruence and proves that variable self-image congruence mediates the relationship of perceived similarity and self-brand congruence. The purposive sampling method was used in this study and there were 202 respondents who contributed. The research questionnaire was distributed online and data were analyzed

using Partial Least Square- Structural Equation Modelling (PLS-SEM). The results showed that perceived similarity with other customers affects self-brand congruence and self-image congruence which will affect positive attitudes and lead to positive word of mouth and return intention. Needs for status for both high and low serve as moderation in the relationship between perceived similarity and self- brand congruence and self-image congruence is proven to mediate the relationship between perceived similarity and self-brand congruence.<i/>