

Pengaruh brand experience dalam membangun Consumer Based Brand Equity (CBBE) pada aplikasi transportasi online di Indonesia: mediasi emotional brand attachment = The effect of brand experience on Consumer-Based Brand Equity (CBBE) development in online transportation platform in Indonesia: mediation of emotional brand attachment

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Abstrak

Popularitas platform transportasi online yang terus meningkat adalah bukti bahwa konsumen memiliki pengalaman pribadi dengan merek-merek ini. Mengingat pentingnya platform transportasi online di masyarakat, penelitian ini bertujuan untuk menganalisis pengaruh pengalaman merek dalam membangun ekuitas merek berbasis konsumen (CBBE) secara langsung maupun melalui mediasi dari faktor lain pada aplikasi transportasi online di Indonesia. Survei online terhadap 300 pengguna layanan aplikasi transportasi online di Indonesia memberikan data uji empiris. Hipotesis penelitian ini diuji menggunakan Structural Equation Modelling - Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan pengaruh tidak langsung pengalaman merek terhadap ekuitas merek berbasis konsumen sehingga pengalaman merek memberikan pengaruh yang sepenuhnya dimediasi oleh keterikatan merek emosional terhadap ekuitas merek berbasis konsumen. Secara keseluruhan, keterikatan merek emosional memiliki efek langsung dalam membangun ekuitas merek berbasis konsumen. Sedangkan faktor lain seperti kredibilitas merek dan kepuasan konsumen memediasi keterikatan merek emosional dalam membangun ekuitas merek berbasis konsumen. Pengaruh langsung juga terjadi pada variabel keterikatan merek emosional, kredibilitas merek dan kepuasan konsumen yang memiliki hubungan positif dan signifikan terhadap ekuitas merek berbasis konsumen. Penelitian ini memperkaya literatur yang ada tentang faktor-faktor yang membangun ekuitas merek dan diharapkan dapat memberikan gambaran pada perusahaan transportasi online untuk meningkatkan ekuitas merek mereka dan memperoleh informasi tentang bagaimana membangun hubungan antara konsumen dengan merek.

.....The ever-growing popularity of transportation online platforms is evidence that consumers have personal experiences with these brands. Given the prominence of transportation online platforms in society, this study aims to analyze the effect of brand experience in building consumer-based brand equity (CBBE) directly or requiring mediation from other factors in online transportation applications in Indonesia. An online survey of 300 users of online transportation application services in Indonesia provides data of empirical testing. The research hypotheses were tested using Structural Equation Modelling - Partial Least Squares (SEM-PLS). The results showed an indirect effect of brand experience on consumer-based brand equity so that brand experience gave a fully mediated effect of emotional brand attachment to consumer-based brand equity. Overall, emotional brand attachment has a direct effect on building consumer-based brand equity. Meanwhile, other factors such as brand credibility and consumer satisfaction mediate emotional brand attachment in building consumer-based brand equity. A direct effect also occurs in the variables of emotional brand attachment, brand credibility, and consumer satisfaction which have a positive and significant relationship to consumer-based brand equity. This study enriches the existing literature on the

factors that build brand equity and is expected to provide an overview of online transportation companies to increase their brand equity and obtain information on how to build relationships between consumers and brands.