

Pengaruh Value Congruity terhadap Affective Brand Commitment, Customer-Brand Engagement, serta Brand Loyalty pada Layanan Video Streaming (Netflix), dengan Menguji Peran Mediasi Consumer-Brand Identification = The Effect of Value Congruity on Affective Brand Commitment, Customer-Brand Engagement, and Brand Loyalty for Video Streaming Services (Netflix), by Testing the Mediation Role of Consumer-Brand Identification

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20520447&lokasi=lokal>

Abstrak

Penelitian ini mengangkat pelopor penyedia layanan video streaming di Indonesia, Netflix, sebagai objek penelitian. Netflix diketahui menghadapi persaingan industri yang semakin ketat. Tidak hanya persaingan sesama penyedia layanan yang legal, Netflix juga menghadapi ancaman pembajakan film oleh penyedia layanan yang illegal. Dalam hal ini, konsumen menghadapi dilema moral untuk tidak mengakses tontonan dari penyedia layanan yang illegal, tetapi juga merasakan keengganan untuk mengeluarkan biaya berlangganan pada layanan yang legal. Fenomena ini dikhawatirkan menjadi alasan bagi pengguna Netflix untuk tidak melanjutkan berlangganan layanan. Sehubungan dengan hal tersebut, penelitian ini akan meninjau variabel yang mengarah pada penggunaan merek jangka panjang, diantaranya affective brand commitment, customer-brand engagement, dan brand loyalty, khususnya dengan menganalisis pengaruh value congruity dan menguji peran mediasi consumer-brand identification. Penelitian ini melibatkan 134 pengguna Netflix, yang setidaknya sedang berlangganan Netflix selama enam bulan terakhir yang diperoleh melalui teknik simple random sampling. Penelitian ini menggunakan conclusive design dengan jenis pendekatan descriptive research. Selanjutnya, pengolahan data dilakukan dengan analisis Structural Equation Model (SEM) dengan aplikasi software SmartPLS 3. Hasil menunjukkan brand loyalty dipengaruhi langsung oleh customer-brand engagement dan affective brand commitment; customer-brand engagement dipengaruhi langsung oleh value congruity dan consumer-brand identification; serta affective brand commitment dipengaruhi langsung oleh consumer-brand identification.

.....This research raises the pioneer of video streaming service in Indonesia, Netflix, as the object of research. Netflix faces increasingly fierce industry competition, not only competition among legal video streaming service, but also the threat of film piracy. In this case, consumers face a moral dilemma not to access film from illegal service, but also feel reluctance to pay a subscription fee. This phenomenon is feared to be a reason for Netflix users not to continue their subscription. In this regard, this study will review the variables that led to long-term brand use, including affective brand commitment, customer-brand engagement, and brand loyalty, by analyzing the effect of value congruity and examining the mediating role of consumer-brand identification. This study involved 134 Netflix users, who had at least subscribed to Netflix for the last six months, obtained through simple random sampling technique. This study uses a conclusive design with a descriptive research approach. The data is processed by using Structural Equation Model (SEM) analysis with SmartPLS 3. The results show that brand loyalty is influenced by customer-brand engagement and affective brand commitment; customer-brand engagement is influenced by value congruity and consumer-brand identification; and affective brand commitment is influenced by consumer-

brand identification.