

Pengaruh consumer brand engagement dan brand love terhadap overall brand equity dan repurchase intention: studi kasus smartphone pada generasi milenial Indonesia = The effect of consumer brand engagement and brand love upon overall brand equity and repurchase intention: case study on smartphone brands in Indonesian millennials

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Abstrak

Tujuan dari makalah ini adalah untuk mengeksplorasi pengaruh brand engagement dan brand love terhadap overall brand equity dan repurchase intention konsumen milenial Indonesia pada pasar smartphone/ponsel pintar. Dalam penelitian ini, brand engagement konsumen diuji per dimensi (cognition, affection, dan activation), untuk membuktikan intensitas dimensi yang mempengaruhi hubungan konsumen-merek. Penelitian ini akan menggunakan studi kasus lima merek smartphone teratas di Indonesia, antara lain: Apple, Samsung, Oppo, Vivo, dan Xiaomi. Pengumpulan data dilakukan melalui survei daring terhadap 468 milenial. Data kemudian dilakukan uji reliabilitas dan validitas, sebelum diuji dengan analisis confirmatory factor analysis pada sem untuk uji kekuatan hubungan. Makalah ini menunjukkan bahwa brand engagement secara keseluruhan terbukti mempengaruhi brand love secara positif. Brand love, affection dan activation dari brand engagement juga terbukti mempengaruhi overall brand equity dan repurchase intention secara positif. Namun, cognition tidak terbukti secara langsung mempengaruhi overall brand equity dan repurchase intention secara positif. Studi lebih lanjut mungkin bertujuan untuk menyelidiki kategori lain dari produk dan layanan. Studi ini juga hanya berfokus pada satu segmen konsumen (segmen milenial), studi lebih lanjut mungkin mengevaluasi segmen konsumen yang berbeda atau membandingkannya dengan segmen lain. Studi ini menawarkan saran bagi manajer untuk meningkatkan overall brand equity mereka melalui peningkatan brand engagement dan brand love pada produk, mendorong hasil positif berupa repurchase intention. Makalah ini berkontribusi pada literatur hubungan konsumen-merek yang terus berkembang dengan mengeksplorasi peran brand engagement dan brand love di segmen konsumen milenial.....

The purpose of this paper is to explore the effects of brand engagement and brand love to overall brand equity and repurchase intention of Indonesian millennial consumers in the smartphone market. Consumer brand engagement is tested per dimension (cognition, affection, and activation), to prove the intensity of dimensions affecting the consumer-brand relationship. This paper will use the case study of five top smartphone brands in Indonesia, including: Apple, Samsung, Oppo, Vivo, and Xiaomi. The data collection -was done via an online survey of 468 millennials. The data then went to a reliability and validity test, before tested with structural equation modelling confirmatory factor analysis for the strength of relationships test. The paper suggests that overall brand engagement is proven to influence brand love positively. Brand love, affection and activation of brand engagement are also proven to influence brand equity and repurchase intention positively. However, cognition isn't proved to directly influence overall brand equity and repurchase intention positively. Further study might aim at investigating other categories of products and services. Other outcomes might be evaluated, as well as other moderating variables. This study also only focuses on one consumer segment (millennials), further study might evaluate different consumer segments or compare it with other segments. This study offers suggestions for managers to enhance their overall brand

equity through raising the brand engagement and brand love of the products, encouraging positive outcomes as repurchase intention. This paper contributes to the ever-growing consumer-brand relationships literature by exploring the role of brand engagement and brand love in the millennials segment.