

## Pengaruh brand love, brand sacredness, dan brand fidelity terhadap word of mouth : studi kasus Pepsodent Siwak = The influence of brand love, brand sacredness, and brand fidelity toward word of mouth : study case Pepsodent Siwak

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### Abstrak

Penelitian ini bertujuan melihat pengaruh brand love, brand sacredness, dan brand fidelity terhadap word of mouth Pepsodent Siwak, dengan mengadopsi model penelitian terdahulu yang mengeksplorasi peran jangka panjang dari brand love, brand sacredness, dan brand fidelity terhadap word of mouth Pepsodent Siwak. Pengambilan data menerapkan metode judgemental sampling dengan jumlah responden 339 individu dari seluruh Indonesia yang kemudian dianalisis dengan Partial Least Squares - Structural Equation Model (PLS-SEM). Hasil Penelitian terhadap 339 responden menunjukkan bahwa brand love, brand sacredness, dan brand fidelity secara positif dan signifikan mempengaruhi word of mouth Pepsodent Siwak.

.....The purpose of this research is to see the influence of brand love, brand sacredness, brand fidelity toward word of mouth Pepsodent Siwak, by adopting previous research models that explore the long-term role from brand love, brand sacredness, brand fidelity toward word of mouth Pepsodent Siwak. Data collection applied judgmental sampling method with 339 individual respondents from all over Indonesia which were then analyzed using Partial Least Squares - Structural Equation Model (PLS-SEM). The results of the study on 339 respondents showed that brand love, brand sacredness, and brand fidelity positively and significantly influence word of mouth Pepsodent Siwak.