

Pengaruh Brand Transgression terhadap Brand Relationship Quality dengan Brand Forgiveness dan Brand Evangelism sebagai Mediator (Studi pada Merek Carasun) = The Effect of Brand Transgression on Brand Relationship Quality with Brand Forgiveness and Brand Evangelism as Mediators (Study of Carasun Brand)

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Abstrak

Dengan datangnya era VUCA-BANI dan kompetisi yang ketat akibat pemain yang semakin padat, kasus brand transgression seringkali dialami merek-merek dalam industri kecantikan. Nobi et al (2021) dalam penelitiannya menyatakan bahwa hal ini dapat diatasi dengan mendorong brand forgiveness dan brand evangelism untuk dapat meningkatkan brand relationship quality pasca terjadinya kasus. Skripsi ini memiliki tujuan untuk menganalisis bagaimana pengaruh brand transgression terhadap brand relationship quality melalui brand forgiveness dan brand evangelism sebagai variabel mediasi. Objek penelitian yang digunakan peneliti adalah kasus brand transgression yang dialami oleh merek kecantikan Carasun. Penelitian ini menggunakan pendekatan kuantitatif melalui metode survei berdasarkan purposive sampling. Jumlah responden dalam penelitian ini adalah 105 responden yang didapatkan melalui online questionnaire. Dengan analisis menggunakan teknik analisis jalur dan pengujian hipotesis menggunakan sobel test, penelitian ini menemukan bahwa brand transgression berpengaruh secara positif dan signifikan terhadap brand relationship quality dimediasi oleh brand forgiveness pada kasus merek Carasun. Selain itu, ditemukan juga bahwa hipotesis kedua ditolak yaitu brand transgression berpengaruh secara negatif dan tidak signifikan terhadap brand relationship quality dimediasi oleh brand evangelism pada kasus merek Carasun. Penelitian ini diharapkan dapat memberikan rekomendasi dan saran bagi perusahaan pra dan pasca terjadinya brand transgression. Dengan diterimanya hipotesis pertama, usaha Carasun dinilai efektif. Untuk itu, perusahaan dapat mencontoh upaya Carasun dalam mendorong brand forgiveness. Selain itu dengan diterimanya hipotesis kedua, maka perusahaan dapat fokus mendorong faktor lain yang mempengaruhi brand evangelism dikarenakan masih ditemukannya pengaruh positif dan signifikan kepada variabel brand relationship quality.

.....With the arrival of the VUCA-BANI era and intense competition due to increasingly denser players, brand transgression cases are often experienced by brands in the beauty industry. Nobi et al (2021) in their research stated that this can be overcome by encouraging brand forgiveness and brand evangelism to be able to improve brand relationship quality after a case has occurred. This thesis aims to analyze how brand transgression influences brand relationship quality through brand forgiveness and brand evangelism as mediating variables. The research object used by researchers is the case of brand transgression experienced by the beauty brand Carasun. This study uses a quantitative approach through a survey method based on purposive sampling. The number of respondents in this study were 105 respondents who were obtained through an online questionnaire. By analyzing using path analysis techniques and testing hypotheses using the sobel test, this study found that brand transgression has a positive and significant effect on brand relationship quality mediated by brand forgiveness in the case of the Carasun brand. In addition, it was also found that the second hypothesis was rejected. This research is expected to provide recommendations and

suggestions for companies before and after a brand transgression occurs. With the acceptance of the first hypothesis, Carasun's efforts are considered effective. For this reason, companies can emulate Carasun's efforts in encouraging brand forgiveness. Besides that, by accepting the second hypothesis, the company can focus on encouraging other factors that influence brand evangelism because there is still a positive and significant influence on the brand relationship quality variable.