

Membangun Brand Loyalty Melalui Penciptaan Brand Community Identification (Studi Kasus: Komunitas Penggemar BTS di Weverse) = The Antecedents and effects of Brand Community Identification on Brand Loyalty in a Human Brand's Community

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Abstrak

Karena mengidentifikasi dirinya dengan sebuah komunitas, anggota dari brand community membentuk attitudinal, behavioral loyalty terhadap merek yang mereka sukai serta oppositional loyalty terhadap merek yang dianggap sebagai rival. Penelitian ini bertujuan untuk mengidentifikasi antecedent dari brand community identification berdasarkan uses and gratification theory, lalu melihat pengaruh dari brand community identification terhadap loyalitas terhadap brand. Oleh karena itu, structural equation modelling digunakan untuk menguji kerangka teoritis yang diajukan. Sebanyak 315 responden yang terdiri atas anggota ARMY Indonesia menjadi sampel pada penelitian ini. Hasilnya, diketahui bahwa perceived human dan brand-related value menjadi alasan konsumen untuk mengidentifikasikan dirinya dengan sebuah komunitas merek, serta brand community identification diketahui sebagai prediktor dari loyalitas terhadap brand.

.....To stand up for the brands they support, members of brand communities develop attitudinal and behavioral loyalty towards the brand they love, as well as oppositional brand loyalty towards other rival brands. This study identifies the antecedents of brand community identification based on the uses and gratification theory, while also examining the relationship between brand community identification and brand loyalty. Structural equation modeling was used to test the theoretical framework based on an online survey of 315 BTS's brand community members (ARMY) in Indonesia. The analytical results reveal that perceived human and brand-related value of the brand social media page (Weverse) lead members to identify with a brand community and identification is a strong predictor of loyalty to the brand. Based on the analytical results, this study provides suggestions to the managers of human brands to develop values that can increase identification and loyalty towards the brand.