

Analisis Pengaruh Psychological Empowerment Pada Brand Community Commitment Dalam Membangun Loyalitas Konsumen Terhadap Merek: Studi Kasus Pada Social Media Brand Community Instagram Buttonsarves (BSLADY) = Analysis of the Effect of Psychological Empowerment on Brand Community Commitment in Building Consumer Loyalty to Brands: A Case Study on Social Media Brand Community Instagram Buttonsarves (BSLady)

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Abstrak

Penggunaan sosial media yang marak membuat perusahaan harus beradaptasi untuk dapat bertahan di industri. Salah satu cara untuk mengoptimalkannya dengan pemberdayaan pelanggan melalui komunitas berbasis sosial media. Indonesia dengan masyarakat mayoritas muslim menjadi negara yang tepat untuk melakukan bisnis busana muslim sehingga banyak perusahaan yang bergerak di bidang ini. Oleh karena itu, perusahaan harus memaksimalkan kualitas dan membangun loyalitas pelanggan terhadap merek. Penelitian ini akan membahas bagaimana pengaruh engagement type (active engagement level dan passive engagement level) terhadap psychological empowerment (intrapersonal empowerment dan interactional empowerment) dalam meningkatkan brand community commitment untuk menumbuhkan brand loyalty pada pelanggan. Dengan menggunakan metode Structural Equation Model (SEM) yang dilakukan pada aplikasi IBM AMOS 26, penelitian ini menemukan bahwa engagement type (active engagement level dan passive engagement level) berpengaruh positif terhadap psychological empowerment (intrapersonal empowerment dan interactional empowerment), psychological empowerment (intrapersonal empowerment dan interactional empowerment) berpengaruh positif terhadap brand community commitment, dan brand community commitment berpengaruh positif terhadap brand loyalty.

.....The widespread use of social media makes companies have to adapt to be able to survive in the industry. One of the way to optimize it is by empowering customers through social media-based communities. Many companies are engaged in this industry because Indonesia is a country where the majority of people embrace Islam. Therefore, companies must maximize quality and build a strong brand loyalty. This study will discuss how the influence of engagement types (active engagement level and passive engagement level) on psychological empowerment (intrapersonal empowerment and interactional empowerment) in increasing brand community commitment to escalate brand loyalty among customers. Using the Structural Equation Model (SEM) method on the IBM AMOS 26, this study found that engagement type (active engagement level and passive engagement level) has a positive effect on psychological empowerment (intrapersonal empowerment and interactional empowerment), psychological empowerment (intrapersonal empowerment and interactional empowerment) has a positive effect on brand community commitment, and brand community commitment has a positive effect on brand loyalty.