

## Anteseden dan Konsekuensi Brand Hate: Fenomena pada Facebook-Based UPS Community = Antecedents and Consequences of Brand Hate: Phenomenon on Facebook-Based UPS Community

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### Abstrak

Penelitian ini bertujuan untuk menambah pengetahuan mengenai emosi, anteseden, dan konsekuensi Brand Hate pada Facebook-based UPS community. Studi ini merupakan penelitian kualitatif dan menggunakan 1,200 komentar pada Facebook page milik UPS dengan teknik sampling non-probability purposive sampling dan metode analisis tematik untuk menganalisis data. Penelitian ini memberikan wawasan dimana negative past experience, ideology difference, brand image of employee and CEO sebagai anteseden. Negative past experience terdiri dari service failure, poor customer service, system failure, dan perceived price unfairness. Pada akhirnya, Brand Hate mengakibatkan konsekuensi negative word-of-mouth (nwom), brand revenge, brand switching, brand avoidance, dan communicate with the brand. Service failure sebagai anteseden yang paling dominan menyebabkan emosi anger yang paling banyak berpengaruh dalam konsekuensi nwom. Hasil penelitian ini memberikan implikasi manajerial agar manajemen internal harus memperhatikan aspek kondisi dan waktu dalam 7 R merupakan elemen yang paling disoroti dalam service failure.

.....This study aims to increase knowledge about emotions, antecedents, and consequences of Brand Hate in the Facebook-based UPS community. This study is a qualitative research and uses 1,200 comments on UPS's Facebook page using non-probability purposive sampling techniques and thematic analysis methods to analyze the data. This study provides insights where negative past experience, ideology difference, brand image of employees and CEOs serve as antecedents. Negative past experience consists of service failure, poor customer service, system failure, and perceived price unfairness. In the end, Brand Hate resulted in negative word-of-mouth (nwom) consequences, brand revenge, brand switching, brand avoidance, and communicate with the brand. Service failure as the most dominant antecedent causes the emotion of anger which has the most influence on the consequences of nwom. The results of this study provide managerial implications so that internal management must pay attention to the condition and time aspects in the 7 R's which are the most highlighted elements in service failure.