

# Pengaruh Brand Love terhadap Positive Word of Mouth, Loyalty, Association, dan Perceived Quality = EFFECTS OF BRAND LOVE ON POSITIVE WORD OF MOUTH, LOYALTY, ASSOCIATION, AND PERCEIVED QUALITY

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## Abstrak

Industri sportswear termasuk salah satu industri yang diprediksi akan meningkat dari tahun ke tahun. Salah satu cara mempertahankan konsumen adalah dengan membangun hubungan antara konsumen dan merek. Salah satu hubungan tersebut adalah perasaan cinta dari pelanggan terhadap merek tersebut (Brand Love). Brand love tersebut dapat menciptakan loyalitas dan positive word of mouth. Pada penelitian ini selain mengidentifikasi pengaruh brand love terhadap loyalitas dan positif word of mouth, tetapi juga mengidentifikasi apakah brand love dapat menciptakan association dan perceived quality terhadap merek. Penelitian ini juga mengidentifikasi apakah positif word of mouth memiliki pengaruh positif pada association, perceived quality, dan juga loyalty, serta apakah association dan perceived quality memiliki hubungan positif terhadap loyalty. Yang menjadi objek penelitian ini adalah merek Adidas. sehingga seluruh responden yang digunakan pada penelitian ini adalah konsumen Adidas. Jumlah responden sebanyak 293 Orang dan data diolah dengan metode SEM menggunakan Aplikasi Lisrel 8.7. Berdasarkan hasil yang didapatkan dari penelitian ini adalah bahwa brand love memiliki pengaruh positif terhadap loyalitas, positif word of mouth, association, dan perceived quality. Selain itu, ternyata positif word of mouth juga memiliki pengaruh positif pada association, perceived quality, dan loyalty. Namun association dan perceived quality tidak memiliki hubungan positif terhadap loyalty.

.....Sportswear industry is one industry that is predicted to increase from year to year. So, One way to retain customers is to build relationships between consumers and brands. For example is the love feeling from customers towards the brand (Brand Love). Brand love can create loyalty and positive word of mouth. In this study, in addition to identifying the effect of brand loyalty and love to the positive word of mouth, it also identifies whether brand love has positive impact on brand association and perceived quality. The study also identifies whether positive word of mouth has a positive effect on association, perceived quality, and loyalty, as well as whether the association and perceived quality was positively related to loyalty. The object of this study is the Adidas. so that all respondents used in this study are consumers Adidas. Total respondents are 293 people and data processed using the SEM method in lisrel 8.7. Based on the results obtained from this study, brand love has a positive effect on loyalty, positive word of mouth, association, and perceived quality. Moreover, positive word of mouth also has a positive effect on association, perceived quality and loyalty. But it turns out that the association and perceived quality is not positively related to loyalty.