

Analisis Pengaruh Negative Past Experience, Symbolic Incongruity, Ideological Incompatibility, dan Rumor Terhadap Brand Hate, Studi Strategi pemasaran Penggunaan Istilah Muhammad Dan maria Pada Restoran Holywings = Analysis of the Influence of Negative Past Experience, Symbolic Incongruity, Ideological Incompatibility, and Rumors on Brand Hate, Marketing Strategy Study on the Use of the Terms Muhammad and maria at Holywings Restaurant

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Abstrak

Penelitian ini akan membahas terkait faktor-faktor yang mempengaruhi perilaku negatif konsumen seperti Negative Past Experience, Symbolic Incongruity, Ideological Incompatibility, dan Rumor pada kebencian masyarakat pada suatu merek atau perusahaan. Hal ini dilakukan karena jurnal-jurnal pemasaran terdahulu menyatakan bahwa perilaku negatif konsumen memiliki peran yang sama pentingnya dengan perilaku positif konsumen. Disisi lain penelitian terkait perilaku negatif masih jarang dilakukan hingga sekarang. Subjek dari penelitian ini adalah Restoran Holywings yang telah terkena kasus cancel culture karena penerapan strategi pemasaran yang dianggap kontroversial. Pendekatan kuantitatif digunakan dalam penelitian ini dengan teknik purposive sampling pada 371 responden yang didapatkan melalui penyebaran kuesioner secara daring. Data yang didapatkan diolah menggunakan SPSS melalui analisis statistik deskriptif dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa terdapat beberapa pengaruh yang signifikan yaitu pengaruh ideological incompatibility terhadap brand hate, pengaruh symbolic incongruity terhadap brand hate. Telah ditemukan variabel negative past experience dan rumor tidak memiliki pengaruh yang signifikan terhadap brand hate.

.....This research will discuss the factors that influence negative consumer behavior such as Negative Past Experience, Symbolic Incongruity, Ideological Incompatibility, and Rumors on public hatred of a brand or company. This is done because previous marketing journals state that negative consumer behavior has an equally important role as positive consumer behavior. On the other hand, research related to negative behavior is still rarely done until now. The subject of this research is Holywings Restaurant which has been exposed to cancel culture cases due to the implementation of marketing strategies that are considered controversial. A quantitative approach was used in this study with a purposive sampling technique on 371 respondents obtained through distributing questionnaires online. The data obtained was processed using SPSS through descriptive statistical analysis and multiple linear regression analysis. The results showed that there were several significant influences, namely the influence of ideological incompatibility on brand hate, the influence of symbolic incongruity on brand hate. It has been found that the variables negative past experience and rumors do not have a significant influence on brand hate.