

Pengaruh Brand Community terhadap Relational Outcomes (WoM, Loyalty, Advocates) melalui Mediasi Brand Love: Studi Komunitas Kamera Digital di Indonesia = Brand Community on Relational Outcomes (WoM, Loyalty, Advocates) through the Mediation of Brand Love: Study of Digital Camera Community in Indonesia

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Abstrak

Tujuan: Penelitian ini bertujuan menganalisis peran komunitas merek pada industri kamera digital di Indonesia terhadap hasil relasional yang diharapkan seperti WOM, brand advocacy, dan loyalty, melalui mediasi brand love.

Desain/metodologi/pendekatan: Penelitian dilakukan menggunakan metode Structural Equation Modeling (SEM). Data diperoleh melalui survei daring terhadap 226 responden yang merupakan anggota dari komunitas merek kamera digital di Indonesia.

Temuan: Penelitian ini menemukan bahwa kehadiran komunitas merek (melalui komitmen anggota terhadap komunitas) berpengaruh signifikan terhadap brand love, dan kemudian terhadap WoM, Brand Loyalty, dan Brand Advocacy. Penelitian menunjukkan indikasi penting mengenai kehadiran brand love sebagai faktor penting yang menjembatani terciptanya hasil relasional seperti Word of Mouth, Loyalty, dan Brand Advocacy melalui komunitas merek.

.....Purpose: This study aims to analyze the role of brand communities in Indonesia's digital camera industry on the expected relational outcomes such as word of mouth, brand advocacy, and loyalty, through the mediation of brand love.

Design/methodology/approach: The research was conducted using the Structural Equation Modeling (SEM) method. The data was obtained by conducting an online survey of 226 respondents who are members of digital camera brand communities in Indonesia.

Findings: This study resulted in findings that the presence of a brand community (through the feeling of commitment of members to the community) had a significant effect on the presence of brand love, and then on the expected behavior including WoM, Brand Loyalty, and Brand Advocacy. The research shows an important indication of the presence of brand love as a crucial factor that bridges brand communities to outcomes including WOM, brand loyalty, and brand advocacy.