ABSTRAK

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DETERMINATION OF WORD OF MOUTH IN ONLINE BRAND COMMUNITIES

(xiv + 116 halaman: 7 gambar; 26 tabel, 11 lampiran)

Penelitian dilakukan untuk mengetahui determinasi E-WOM di kalangan komunitas merek online. Penelitian ini menggunakan metode pengumpulan data primer perorangan dengan medianya menggunakan kuesioner di Indonesia dengan jumlah 165 responden. Penelitian ini menggunakan pengolahan data menggunakan Partial Least Square - Structural Equation Modeling (PLS-SEM) dan diolah menggunakan software SmartPLS. Hasil penelitian menunjukkan kepercayaan merek berpengaruh positif terhadap niat beli ulang dan niat eWOM positif dengan kondisi dimana secara langsung dan tidak langsung melalui kepercayaan OBC. Berdasarkan hasil tersebut, kepercayaan merek terhadap kepercayaan OBC memiliki pengaruh yang paling signifikan. Studi penelitian ini membahas strategi dan praktik pemasaran melalui analisis pengaruh integrasi kepercayaan merek dan kepercayaan komunitas dalam hubungan konsumen dan merek itu sendiri dalam konteks komunitas merek online.

Referensi: 124 (1951-2020)

Kata kunci: Brand, Trust, Online Brand Community, Repurchase, eWOM, Brand Loyalty

ABSTRACT

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(xiv+ 116 pages: 7 figures; 26 tables, 11 appendixes)

Research is conducted to indicate the determination of E-WOM among online brand communities. This study used individual primary data collection method by using questionnaire as its medium in Indonesia with total 165 respondents. This research uses data processing using Partial Least Square – Structural Equation Modeling (PLS-SEM) and processed using SmartPLS software. The results indicate brand trust positively influence repurchase intention and positive eWOM intention with condition where directly and indirectly through OBC trust. Furthermore, based on the result, brand trust towards OBC trust has the most significant affect. This research study provides to marketing strategist and practices through analyzing the integrate effect of brand trust and community trust in the connection of consumer and brand itself in the context of online brand communities.

References: 124 (1951-2020)

Keywords: Brand, Trust, Online Brand Community, Repurchase, eWOM, Brand Loyalty