

ABSTRAK

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Pengaruh Kecintaan Merek dan Citra Merek Terhadap Getok Tular Positif Pada Somethinc Dengan Komitmen Merek Sebagai Variabel Mediasi Serta Tinjauannya dari Sudut Pandang Islam

140 halaman + 21 tabel + 5 gambar, dan 5 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kecintaan merek dan citra merek terhadap getok tular positif pada Somethinc dengan komitmen merek sebagai variabel mediasi serta tinjauannya dari sudut pandang Islam. Sampel dalam penelitian ini ialah 120 orang di Jabodetabek yang pernah membeli dan menggunakan Somethinc. Teknik pengambilan sampel dilakukan menggunakan *purposive sampling*. Data dikumpulkan menggunakan metode kuesioner. Metode yang digunakan untuk menganalisis data dalam penelitian ini ialah metode *Partial Last Square Structural Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa (1) kecintaan merek berpengaruh positif dan signifikan terhadap getok tular positif (2) citra merek berpengaruh positif dan signifikan terhadap getok tular positif (3) kecintaan merek berpengaruh positif dan signifikan terhadap komitmen merek (4) citra merek berpengaruh positif dan signifikan terhadap komitmen merek (5) komitmen merek berpengaruh positif dan signifikan terhadap getok tular positif (6) komitmen merek tidak memediasi pengaruh kecintaan merek terhadap getok tular positif (7) komitmen merek memediasi pengaruh citra merek terhadap getok tular positif.

Dalam sudut pandang Islam produk Somethinc telah menerapkan prinsip-prinsip Islam terkait kecintaan merek, citra merek dan komitmen merek dengan getok tular yang positif.

Kata Kunci: Kecintaan Merek, Citra Merek, Getok Tular Positif, Komitmen Merek, Islam

ABSTRACT

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The Effect of Brand Love and Brand Image on Positive Word of Mouth on Somethinc with Brand Commitment as a Mediating Variable and Overview from an Islamic Perspective.

140 pages + 21 tables + 5 pictures and, 5 attachments

Abstract Description

This study aims to determine the effect of brand love and brand image on positive word of mouth in Somethinc with brand commitment as a mediating variable and overview from an Islamic perspective. The sample in this study were 120 people in Jabodetabek who had bought and used Somethinc. The sampling technique was carried out using purposive sampling. Data were collected using a questionnaire method. The method used to analyze the data in this study is the Partial Least Square Structural Equation Modeling (PLS-SEM) analysis.

The results showed that (1) brand love had a positive and significant effect on positive word of mouth (2) brand image had a positive and significant effect on positive word of mouth (3) brand love had a positive and significant effect on brand commitment (4) brand image had a positive and significant effect on significant effect on brand commitment (5) brand commitment has a positive and significant effect on positive word of mouth (6) brand commitment does not mediate the effect of brand love on positive word of mouth (7) brand commitment mediates the effect of brand image on positive word of mouth

In the view of Islam, Somethinc's products have applied Islamic principles related to brand love, brand image and brand commitment with positive word of mouth

Keywords: Brand Love, Brand Image, Positive Word of Mouth, Brand Commitment