SUMMARY

RIKY FAJRIN. Analysis of the Influence of Social Media in Shaping Brand Attachment, Electronic Word of Mouth, and Future Purchase. Supervised by RINA OKTAVIANI and KIRBRANDOKO.

Traditional communication media used “one-to-many” model has turned into modern media using the internet (communication in social media) with “many-to-many” model. “Many-to-many” interaction results in social media used by the enterprise to create electronic word of mouth (eWOM). Some forms of eWOM marketing through social media are using Twitter, Facebook, Path, Instagram, and others. eWOM is the power to influence brand image and perception (Reynolds 2006 and Urban 2005). According Esch et al. (2006), branding model in the environment of online branding will directly affect the brand image and brand awareness. Two of these elements are part of the brand knowledge that makes the main areas where eWOM social media can influence directly. Moreover, Esch et al. (2006) found that brand knowledge is also an effect on brand relationship (brand satisfaction, brand trust, and brand attachment).

The more widespread use of social media as a social media marketing makes local entrepreneurs, especially SMEs take advantage of the momentum, one of which is Sop Durian Lodaya. Growing number of social media users, especially on Twitter and followed by rapid business growth in Sop Durian Lodaya make researcher want to conduct further analysis related to the effect of the use of social media to Sop Lodaya Durian. This study aims to analyze the relationship of brand attachment, electronic word of mouth, and future purchase in social media.

Overall SEM models evaluation showed the model in this study is a good fit model seen from several test models of the chi-square/df, GFI, RMSEA, AGFI, TLI, NFI and CFI. This study examines six hypotheses to see the relationship of brand attachment, electronic word of mouth, and future purchase in social media. The results showed that there is a relationship between hedonic motivation with brand attachment. This means the higher customer’s brand attachment to Sop Durian Lodaya, the higher level of hedonic motivation customers in social media.

The result of the relationship between the utilitarian brand attachment motivation showed that there was no correlation between the utilitarian motivation and brand attachment. It means that the higher customer’s brand attachment to Sop Lodaya Durian, it does not affect the utilitarian motivation of customers in social media.

The results also show that there is a relationship between brand trust and brand attachment. It can be analyzed that the two indicators that build brand trust dimensions, namely reliability and the interests of consumers, have formed a relationship in the dimension of brand attachment. It means that the consumer attachment to Sop Lodaya Durian is caused by consumers rely on (reliable) and has a passion for the brand.

The result of the relationship between brand satisfaction on brand attachment indicates that there is a correlation between brand satisfaction and brand attachment. This means that the formation of brand attachment in Sop Durian Lodaya related to customer satisfaction with the brand Sop Durian Lodaya itself which includes satisfaction with the service, taste, price, and functionality.
The results also show that there is a relationship between the brand attachment and eWOM. The higher consumer engagement with Sop Durian Lodaya, the higher the intention eWOM consumers. The result of the relationship between eWOM to purchase futures indicate that there is a relationship between eWOM future intention to purchase. This means that the higher the intention eWOM consumers in social media, the higher also consumer future purchase.

Managerial implications that can be done by Sop Durian Lodaya to create brand attachment, electronic word of mouth, and future purchase include: Sop Durian Lodaya should be able to maintain the existing quality of the brand satisfaction dimensions, namely taste, price, promotion, as well as ease of access. Promotion through social media should give a pretty good information, either through images, messages, and others. It is expected that by the time the consumers purchase the product, they will be given an appearance similar to that displayed in the promotion. Sop Durian Lodaya should also be able to maintain the existing quality of the brand satisfaction dimensions, namely taste, price, promotion, as well as ease of access. Promotion through social media should give a pretty good information, either through images, messages, and others. It is expected that by the time the consumers purchase the product, they will be given an appearance similar to that displayed in the promotion. Sop Durian Lodaya should more often provoke conversation in social media which related to its products to create electronic word of mouth (eWOM), so it will increase brand awareness and brand trust of consumers toward Sop Durian Lodaya. Sop Durian Lodaya should be able to maintain the existing quality of the brand satisfaction dimensions, namely taste, price, promotion, as well as ease of access. Promotion through social media should give a pretty good information, either through images, messages, and others. It is expected that by the time the consumers purchase the product, they will be given an appearance similar to that displayed in the promotion. Sop Durian Lodaya should more often provoke conversation in social media which related to its products to create electronic word of mouth (eWOM), so it will increase brand awareness and brand trust of consumers toward Sop Durian Lodaya. Sop Durian Lodaya should more often provoke conversation in social media which related to its products to create electronic word of mouth (eWOM), so it will increase brand awareness and brand trust of consumers toward Sop Durian Lodaya.

Keywords: brand attachment, electronic word of mouth, future purchase, social media, Structural Equation Modelling (SEM) analysis.