

ABSTRAK

PERAN KETERHUBUNGAN KONSUMEN-KOMUNITAS MEREK BERBASIS MEDIA SOSIAL DALAM MEMBENTUK EKUITAS MEREK

Aulia Arief Nasution

Penelitian ini bertujuan untuk melihat peran keterhubungan konsumen-komunitas dan pengalaman ko-kreasi nilai merek dalam membentuk ekuitas merek, dan dimediasi oleh ko-kreasi dukungan fungsional komunitas. Populasi penelitian ini adalah konsumen merek mobil yang ikut serta dalam komunitas merek mobil. Penentuan jumlah sampel menggunakan rumus lemeshow karena jumlah populasi tidak diketahui. Sampel yang digunakan adalah sebanyak 385 responden. Teknik pengambilan sampel adalah *convenience sampling*. Teknik analisis penelitian menggunakan *Structure Equation Modelling* dengan menggunakan SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa Identifikasi Komunitas berpengaruh positif signifikan terhadap Keterlibatan Komunitas. Keterlibatan Komunitas berpengaruh positif signifikan terhadap Ko-Kreasi Dukungan Fungsional Komunitas. Keterlibatan Komunitas berpengaruh positif signifikan terhadap Komitmen Komunitas. Ko-Kreasi Dukungan Fungsional Komunitas berpengaruh positif signifikan terhadap Komitmen Komunitas. Ko-Kreasi Dukungan Fungsional Komunitas berpengaruh positif signifikan terhadap Ekuitas Merek. Komitmen Komunitas berpengaruh positif signifikan terhadap Ekuitas Merek. Keterlibatan Komunitas berpengaruh positif signifikan terhadap Ekuitas Merek. Ko-Kreasi Dukungan Fungsional Komunitas memediasi pengaruh Keterlibatan Komunitas terhadap Ekuitas Merek. Komitmen Komunitas memediasi pengaruh Keterlibatan Komunitas terhadap Ekuitas Merek

Kata Kunci : Identifikasi Komunitas, Komitmen Komunitas, Keterlibatan Komunitas, Ko-Kreasi Nilai, Ekuitas Merek, Komunitas Merek Berbasis Sosial Media, Ekuitas Merek Berbasis Konsumen.

ABSTRACT

THE ROLE OF CONSUMER-BRAND COMMUNITY RELATIONSHIP BASED ON SOCIAL MEDIA IN FORMING BRAND EQUITY

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This study aims to examine the role of consumer-community connectivity and brand value co-creation experience in forming brand equity: mediated by community functional support co-creation. The population of this study is car brand consumers who participate in the car brand community. The determination of the number of samples uses the lemeshow formula because the population is unknown. The sample used was 385 respondents. The sampling technique is convenience sampling. The research analysis technique uses Structure Equation Modeling using SmartPLS 4.0.

The results of the study indicate that Community Identification has a significant positive effect on Community Engagement. Community Engagement has a significant positive effect on Community Functional Support Co-Creation. Community Engagement has a significant positive effect on Community Commitment. Community Functional Support Co-Creation has a significant positive effect on Community Commitment. Community Functional Support Co-Creation has a significant positive effect on Brand Equity. Community Commitment has a significant positive effect on Brand Equity. Community Engagement has a significant positive effect on Brand Equity. Community Functional Support Co-Creation mediates the effect of Community Engagement on Brand Equity. Community Commitment mediates the effect of Community Engagement on Brand Equity

Keywords: *Community Identification, Community Commitment, Community Engagement, Value Co-Creation, Brand Equity, Social Media-Based Brand Community, Consumer-Based Brand Equity*