

ABSTRACT

This research aims to analyze the effect of the brand community and brand community trust on brand community commitment and the impact on repurchase intention and word of mouth. Target responden were Muslimah Millionaire community, member of Miulan Hijab brand community. Both primary and secondary data were employed. Secondary data were gathered from various sources such as journals, books and other related publications. Primary data were gathered using questionnaire which was distributed to the target respondents, using convenience sampling technique, a total sample of 208 were gathered. The data analysis technique used is Structural Equation Modeling (SEM). The results showed that the brand community commitment is positively influenced by affection brand community. Brand community trust had no significant effect the brand community commitment. On the other hand brand community commitment positively influence to repurchase intention and word of mouth.

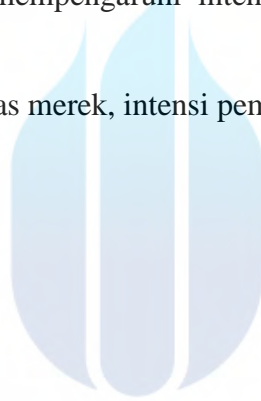
Keywords: brand community commitment, repurchase intention, word of mouth, brand communities.



ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh afeksi komunitas merek, kepercayaan komunitas merek terhadap komitmen komunitas merek serta dampaknya terhadap intensi pembelian ulang merek dan *word of mouth*. Penelitian ini dilakukan terhadap anggota komunitas Muslimah Millionaire yang menjadi komunitas merek Miulan Hijab. Penelitian ini menggunakan data primer dan data sekunder. Dimana, data sekunder dikumpulkan dari beberapa jurnal, buku-buku, dan terbitan lain yang terkait. Data primer dikumpulkan menggunakan kuesioner yang di sebar ke responden target, menggunakan teknik convenience sampling, jumlah sampel yang dapat dikumpulkan sebanyak 208 sampel. Teknik analisis data yang digunakan adalah *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa komitmen komunitas merek secara positif dipengaruhi oleh afeksi komunitas merek. Kepercayaan komunitas merek tidak signifikan mempengaruhi komitmen komunitas merek. Disisi lain komitmen komunitas merek positif mempengaruhi intensi pembelian ulang dan *word of mouth*.

Kunci: Komitmen komunitas merek, intensi pembelian ulang, *word of mouth*, komunitas merek.



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