

SUMMARY

This research was entitled “**THE ANALYSIS OF ANTECEDENTS AND OUTCOME OF BRAND LOVE: MODERATING ROLE OF BRAND COMMITMENT (Survey on Consumers of Honda Motorcycles in Purwokerto)**”. The aims of research were to analyze the effect of brand image as well as brand identification on brand love, to analyze the effect of brand love on word of mouth (WOM), and to analyze the moderating role of brand commitment on the causal relationship between brand love and word of mouth (WOM). Type of this research was descriptive research with a survey method. Population of this research was all customers of Honda motorcycles in Purwokerto. Sample size within study of 100 customers of Honda motorcycles in Purwokerto, it was determined by interval estimate technique and sampling technique that used in this research was convenience sampling. Furthermore, technique data analysis uses simple, multiple and moderated regression analysis.

Based on the results of data analysis, it could be concluded that brand image as well as brand identification has a positive influence on brand love, brand love has a positive influence on word of mouth, and brand commitment strengthens the influence of brand love on word of mouth. Refers to these conclusions, it could be implied that in order to increase the customers’ brand love and word of mouth, marketing management of Honda motorcycle brand need to pay attention on brand image, brand identification and brand commitment. The ways can be done by increase and strengthen the consumers’ perception and their positive assessment towards the Honda motorcycle brand, maintain and strengthen the relationship marketing quality and build two ways communication with the customers of Honda motorcycle, always follow up the customers’ complaints optimally, provide security and convenience to consumers associated with the product and services provided, and so improve the good personal relationship with the customers of Honda motorcycle. Refers to the several limitations within study, further researches need to extend studies and develop the research model by incorporate the other independent variables, mediator and moderator variables. Further researches also need develop wider study object to produce the better result of study more generally and objectively.

RINGKASAN

Penelitian ini berjudul “ANALISIS ANTESEDEN DAN OUTCOME DARI BRAND LOVE: PERAN BRAND COMMITMENT SEBAGAI PEMODERASI (Survei Terhadap Pelanggan Sepeda Motor Honda di Purwokerto)”. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh brand image maupun brand identification terhadap brand love, menganalisis pengaruh brand love terhadap word of mouth, dan menganalisis peran moderasi dari brand commitment terhadap hubungan kausal antara brand love dengan word of mouth (WOM). Jenis penelitian ini adalah deskriptif dengan menggunakan metode survei. Populasi penelitian ini adalah keseluruhan konsumen sepeda motor merek Honda di Purwokerto. Ukuran sampel dalam penelitian sebanyak 100 responden yang ditentukan berdasarkan rumus interval taksiran dan teknik pengambilan sampel convenience sampling. Selanjutnya, teknik analisis data dalam penelitian ini menggunakan analisis regresi sederhana, regresi berganda dan regresi moderasi.

Berdasarkan hasil analisis data, dapat disimpulkan bahwa brand image maupun brand identification berpengaruh positif terhadap brand love, brand love berpengaruh positif terhadap word of mouth, dan brand commitment memperkuat pengaruh brand love terhadap word of mouth. Mengacu pada kesimpulan tersebut, maka dapat dimplikasikan bahwa sebagai upaya untuk meningkatkan kecintaan terhadap merek (brand love) dan komunikasi pelanggan dari mulut ke mulut (word of mouth), pihak manajemen pemasaran sepeda motor merek Honda perlu memperhatikan citra merek (brand image), identifikasi merek (brand identification) dan komitmen terhadap merek (brand commitment). Cara-cara yang dapat dilakukan diantaranya adalah dengan meningkatkan dan memperkuat persepsi konsumen dan penilaian positif mereka terhadap merek Honda, menjaga dan memperkuat kualitas hubungan pemasaran dan membangun komunikasi dua arah dengan para pelanggan sepeda motor Honda, selalu menindaklanjuti keluhan pelanggan secara optimal. Memberikan rasa aman dan kemudahan kepada konsumen terkait dengan produk dan layanan yang diberikan, sehingga meningkatkan hubungan baik dengan para pelanggan sepeda motor Honda. Mengacu pada beberapa keterbatasan dalam penelitian, penelitian lebih lanjut perlu memperluas penelitian dan mengembangkan model penelitian dengan menambahkan variabel independen lain, variabel mediator dan variabel moderator. Penelitian lebih lanjut juga perlu memperluas cakupan penelitian agar dapat diperoleh hasil studi yang lebih baik, dapat digeneralisasikan dan lebih obyektif.