

ABSTRACT

Penelitian ini merupakan penelitian survei terhadap pelanggan Disney+ Hotstar di Indonesia. Penelitian ini mengambil judul: “Peran Mediasi Brand Experience terhadap Self-Image Congruence, Self-Brand Connection, dan E-Loyalty Pelanggan Disney+ Hotstar”. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh self-image congruence, self-brand connection, terhadap e-loyalty dengan brand experience sebagai variabel mediasi. Populasi dalam penelitian ini adalah pelanggan Disney+ Hotstar di Indonesia. Jumlah responden yang diambil dalam penelitian ini adalah 130 responden. Metode purposive sampling digunakan dalam menentukan responden. Berdasarkan hasil penelitian dan analisis data dengan menggunakan SEM (Structural Equation Modeling) menunjukkan bahwa: (1) Keselarasan citra diri tidak berpengaruh terhadap e-loyalitas pelanggan Disney+ Hotstar. (2) Self-brand connection berpengaruh positif terhadap e-loyalty pelanggan Disney+ Hotstar. (3) Kesesuaian citra diri berpengaruh positif terhadap brand experience pelanggan Disney+ Hotstar. (4) Self-brand connection berpengaruh positif terhadap brand experience pelanggan Disney+ Hotstar. (5) Brand experience berpengaruh positif terhadap e-loyalty dari pelanggan Disney+ Hotstar (6) Brand experience tidak memediasi pengaruh self-image congruence terhadap e-loyalty dari pelanggan Disney+ Hotstar. (7) Pengalaman merek memediasi pengaruh koneksi merek sendiri terhadap loyalitas elektronik pelanggan Disney+ Hotstar. Implikasi dari kesimpulan di atas adalah Disney+ disarankan untuk terus menjaga dan meningkatkan koneksi dengan pelanggan. Selain itu, Disney+ menjaga brand image-nya dengan terus memberikan konten berkualitas agar tetap sesuai dengan konsep diri ideal pelanggan. Pengalaman merek yang positif dapat meningkatkan pelanggan e-loyalitas ke Disney+ Hotstar. Pengalaman baik yang dirasakan oleh pelanggan dapat menimbulkan kesan yang baik sehingga dapat membangun minat. Oleh karena itu, Disney+ Hotstar disarankan untuk terus memperbarui UI pengguna (User Interface), konten, dan memperbaiki kesalahan atau bug dengan cepat. Hal ini dimaksudkan untuk menciptakan kenyamanan bagi pelanggan dalam mengkonsumsi konten Disney+ Hotstar.

Kata kunci: self-image congruence, self-brand connection, brand experience, e-loyalty

ABSTRACT

This research is a survey research on subscribers of Disney+ Hotstar in Indonesia. This research takes the title: "The Mediation Role of Brand Experience on Self-Image Congruence, Self-Brand Connection, and E-Loyalty Disney+ Hotstar Subscriber". The purpose of this study was to determine the effect of self-image congruence, self-brand connection, on e-loyalty with brand experience as a mediating variable. The population in this study are Disney+ Hotstar subscribers in Indonesia. The number of respondents taken in this study were 130 respondents. Purposive sampling method is used in determining the respondents. Based on the results of research and data analysis using SEM (Structural Equation Modeling) shows that: (1) Self-image congruence has no effect on e-loyalty of Disney+ Hotstar subscribers. (2) Self-brand connection has a positive effect on e-loyalty of Disney+ Hotstar subscribers. (3) Self-image congruence has a positive effect on the brand experience of Disney+ Hotstar subscribers. (4) Self-brand connection has a positive effect on the brand experience of Disney+ Hotstar subscribers. (5) Brand experience has a positive effect on e-loyalty from Disney+ Hotstar subscribers (6) Brand experience does not mediate the effect of self-image congruence on e-loyalty from Disney+ Hotstar subscribers. (7) Brand experience mediates the effect of self-brand connection on e-loyalty of Disney+ Hotstar subscribers. The implication of the conclusions above is that Disney+ is advised to continue to maintain and improve connections with subscribers. In addition, Disney+ maintains its brand image by continuing to provide quality content so that it remains in line with the subscriber's ideal self-concept. Positive brand experience can increase e-loyalty subscribers to Disney+ Hotstar. Good experiences felt by subscribers can create good impressions so as to build interest. Therefore, Disney+ Hotstar is advised to continue updating the user UI (User Interface), content, and quickly fixing errors or bugs. This is intended to create comfort for subscribers when consuming Disney+ Hotstar content.

Keyword: self-image congruence, self-brand connection, brand experience, e-loyalty