

**PENGARUH *BRAND UNIQUENESS* TERHADAP  
*BRAND ADVOCACY* MELALUI  
*SELF BRAND CONNECTION***  
(Survei terhadap Anggota *Fan Page Kate Spade Addict Indonesia* di Facebook)

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang  
Sarjana Pendidikan Program Studi Pendidikan Bisnis



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2024**

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Sebuah Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar  
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Agustus 2024

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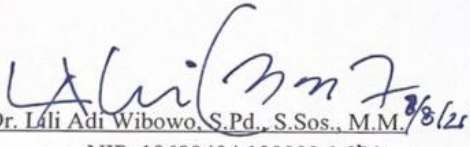
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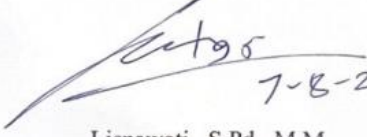
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*SELF BRAND CONNECTION*  
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## PERNYATAAN KEASLIAN SKRIPSI

Dengan ini penulis menyatakan bahwa skripsi dengan judul “*Pengaruh Brand Uniqueness Terhadap Brand Advocacy Melalui Self Brand Connection (Survei terhadap Anggota Fan Page Kate Spade Addict Indonesia di Facebook)*” beserta seluruh isinya adalah benar-benar karya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini saya siap menanggung resiko ataupun sanksi yang dijatuhkan kepada saya apabila adanya pelanggaran terhadap etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, Agustus 2024

Pembuat Pernyataan



Devita Haerany Susilo

## ABSTRAK

Devita Haerany Susilo (1704391) “**Pengaruh *Brand Uniqueness* terhadap *Brand Advocacy* melalui *Self Brand Connection*** (Survey terhadap Anggota *Fan Page Kate Spade Addict Indonesia* di Facebook) di bawah bimbingan Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M. dan Dr. Lisnawati., S.Pd., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *Brand Uniqueness* terhadap *Brand Advocacy* melalui *Self Brand Connection*. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 17.500 dengan sampel berjumlah 200 responden yang merupakan anggota *Fan Page Kate Spade Addict Indonesia* di Facebook dengan menggunakan teknik *simple random sampling*. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *Brand Uniqueness*, *Self Brand Connection* dan *Brand Advocacy* berada di kategori cukup baik. *Brand Uniqueness* memiliki pengaruh positif dan signifikan terhadap *Self Brand Connection*. *Self Brand Connection* memiliki pengaruh positif dan signifikan terhadap *Brand Advocacy*. *Brand Uniqueness* memiliki pengaruh positif dan signifikan terhadap *Brand Advocacy*. *Brand Uniqueness* memiliki pengaruh positif dan signifikan terhadap *Brand Advocacy* melalui *Self Brand Connection*. Temuan ini menunjukkan bahwa penerapan *Brand Uniqueness* dan *Self Brand Connection* yang dilakukan Kate Spade akan mendorong *Brand Advocacy* pada anggota *Fan Page Kate Spade Addict Indonesia* di Facebook. Berdasarkan hasil penelitian, peneliti merekomendasikan agar Kate Spade meningkatkan ketersediaan informasi produk yang jelas, akurat, dan terbaru, baik di media sosial maupun di website, untuk memaksimalkan efek dari *Brand Uniqueness*. Selain itu, perusahaan harus fokus pada peningkatan dimensi *Actual Self Concept* dan *Ideal Self Concept* untuk memperdalam *Self Brand Connection*, yang pada akhirnya akan memperkuat *Brand Advocacy*. Program loyalitas dan kegiatan interaktif yang sesuai dengan konsep diri pelanggan dapat meningkatkan kecenderungan pelanggan untuk merekomendasikan produk kepada orang lain, dan menciptakan efek *Brand Advocacy* yang lebih besar.

Kata Kunci : *Brand Uniqueness*, *Brand Advocacy*, *Self Brand Connection*

## ABSTRACT

Devita Haerany Susilo (1704391) *“The Influence of Brand Uniqueness on Brand Advocacy through Self Brand Connection (Survey of Kate Spade Addict Indonesia Fan Page Members on Facebook)”*. Under the guidance of Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M. and Dr. Lisnawati., S.Pd., M.M.

*This study aims to obtain a description and influence of Brand Uniqueness on Brand Advocacy through Self Brand Connection. This study uses descriptive and verification methods with a quantitative approach. The population in this study amounted to 17.500 with a sample of 200 respondents who are members of the Kate Spade Addict Indonesia Fan Page on Facebook using the simple random sampling technique. Data were processed statistically using the Structural Equation Modeling (SEM) method. The findings of this study found that the description of Brand Uniqueness, Self Brand Connection and Brand Advocacy were in the fairly good category. Brand Uniqueness has a positive and significant influence on Self Brand Connection. Self Brand Connection has a positive and significant influence on Brand Advocacy. Brand Uniqueness has a positive and significant influence on Brand Advocacy. Brand Uniqueness has a positive and significant influence on Brand Advocacy through Self Brand Connection. These findings indicate that the implementation of Brand Uniqueness and Self Brand Connection carried out by Kate Spade will encourage Brand Advocacy among members of the Kate Spade Addict Indonesia Fan Page on Facebook. Based on the research findings, the researcher recommends that Kate Spade enhance the availability of clear, accurate, and up-to-date product information on both social media and the website to maximize the effects of Brand Uniqueness. Additionally, the company should focus on improving the dimensions of Actual Self Concept and Ideal Self Concept to deepen the Self-Brand Connection, which will ultimately strengthen Brand Advocacy. Loyalty programs and interactive activities that align with customers' self-concepts can increase their tendency to recommend the products to others, thereby creating a greater effect of Brand Advocacy.*

*Keywords : Brand Uniqueness, Brand Advocacy, and Self Brand Connection*

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Penulis menyadari penulisan skripsi ini masih memiliki kekurangan, sehingga saran serta kritik dapat menjadi bahan evaluasi pada penulisan selanjutnya. Skripsi ini penulis kerjakan dengan seoptimal mungkin beserta harapan akan dapat memberikan manfaat serta sumbangsih bagi kemajuan dunia pemasaran terutama dalam *brand management* dan pendidikan.

Bandung, Agustus 2024



Devita Haerany Susilo

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A handwritten signature in blue ink, appearing to be 'Dian J...', with a horizontal line underneath.

Penulis

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