

**PENGARUH *BRAND CREDIBILITY* DAN *BRAND COMMITMENT*
TERHADAP *ELECTRONIC WORD OF MOUTH*
(Survei Pada Pengguna Aplikasi *Streaming* Musik di Indonesia)**

Diajukan untuk memenuhi Salah Satu Syarat
Menempuh Seminar Ujian Skripsi pada
Program Studi Pendidikan Bisnis

SKRIPSI



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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar sarjana pada Fakultas Pendidikan Ekonomi dan Bisnis

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LEMBAR PENGESAHAN
PENGARUH *BRAND CREDIBILITY* DAN *BRAND COMMITMENT*
TERHADAP *ELECTRONIC WORD OF MOUTH*

(Survei Pada Pengguna Aplikasi *Streaming* Musik di Indonesia)

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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh *Brand Credibility* dan *Brand Commitment* Terhadap *Electronic Word Of Mouth* (Survei Pada Pengguna Aplikasi *Streaming Musik* di Indonesia)**” beserta seluruh isi didalamnya adalah benar-benar karya saya sendiri, dan saya tidak melakukan pengutipan atau penjiplakan (plagiarisme) dengan cara-cara yang tidak sesuai etika keilmuan yang berlaku dalam bidang keilmuan ilmiah di masyarakat.

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

Bandung, Juli 2020
Yang membuat pernyataan,



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ABSTRAK

Indira Siti Ashyfa (1601165), **Pengaruh *Brand Credibility* dan *Brand Commitment* Terhadap *Electronic Word Of Mouth* (Survei Pada Pengguna Aplikasi *Streaming Musik di Indonesia*)** dibawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM

Di era modern saat ini, perusahaan terus mengikuti perkembangan teknologi dengan membuat berbagai macam aplikasi yang memudahkan masyarakat dalam beraktivitas salah satunya aplikasi *streaming* musik. Dalam persaingan di era digital, antar perusahaan dituntut agar terus memperbaiki performa, kualitas, dan fitur aplikasi. Selain memperbaiki performa, perusahaan perlu membuat promosi yang interaktif salah satunya membuat masyarakat menyebarkan eWOM mengenai aplikasi untuk menarik individu lain agar berminat mendownload atau mencoba aplikasi. eWOM dapat diciptakan melalui *brand credibility* dan *brand commitment*. Penelitian ini bertujuan untuk memperoleh (1) gambaran *brand credibility* (2) gambaran *brand commitment* (3) gambaran *electronic word of mouth* (4) besarnya pengaruh *brand credibility* terhadap *electronic word of mouth* (5) besarnya pengaruh *brand commitment* terhadap *electronic word of mouth*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Metode yang digunakan adalah *explanatory survey* dengan teknik sampel Taro Yamane sebanyak 400 responden. Teknik analisis data yang digunakan adalah analisis jalur (*Path Analysis*) dengan alat bantu program SPSS (*Statistical Product for Service Solution*) 25,0 for Windows. Hasil temuan penelitian ini menunjukkan bahwa gambaran *brand credibility* dalam kategori cukup baik, gambaran *brand commitment* dalam kategori cukup baik, gambaran *electronic word of mouth* dalam kategori cukup baik, dimensi *trustworthiness* dalam variabel *brand credibility* dan dimensi *continuance commitment* dalam variabel *brand commitment* memberi kontribusi yang paling besar dalam membentuk *electronic word of mouth*.

Kata Kunci: *Brand credibility*, *Brand commitment*, *electronic word of mouth*.

ABSTRACT

*Indira Siti Ashyfa (1601165), **The Influence of Brand Credibility and Brand Commitment on Electronic Word of Mouth (Survey on Music Streaming Application Users in Indonesia)**, under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P. and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.*

In today's modern era, companies continue to follow technological developments by making various applications that make it easier for people to do activities, one of which is a music streaming application. In the competition in the digital era, companies are required to continuously improve performance, quality and application features. In addition to improving performance, companies need to create interactive promotions, one of which is to make the public spread eWOM about the application to attract other individuals to be interested in downloading or trying the application. eWOM can be created through brand credibility and brand commitment. This study aims to obtain (1) an overview of brand credibility (2) an overview of brand commitment (3) an overview of electronic word of mouth (4) the magnitude of the influence of brand credibility on electronic word of mouth (5) the magnitude of the influence of brand commitment on electronic word of mouth. This type of research is descriptive and verification. The method used is an explanatory survey with a Taro Yamane sample technique of 400 respondents. The data analysis technique used is path analysis using SPSS (Statistical Product for Service Solution) 25.0 for Windows. The findings of this study indicate that the description of brand credibility in the category is quite good, the description of brand commitment in the category is quite good, the picture of electronic word of mouth is in the category is quite good, the dimensions of trustworthiness in the brand credibility variable and the continuance commitment dimension in the brand commitment variable give the most contribution. big in shaping electronic word of mouth.

Keywords: Brand credibility, Brand commitment, electronic word of mouth.

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