

**PENGARUH VIRTUAL BRAND COMMUNITY (VBC) TERHADAP
ELECTRONIC WORD OF MOUTH (E-WOM)
(Survei Pada Anggota Komunitas Pengguna Mobil Fortuner ID42NER)**

SKRIPSI

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar
Sarjana Pendidikan pada Program Studi Pendidikan Bisnis



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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
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2020**

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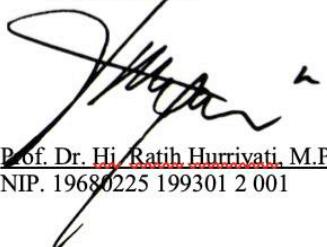
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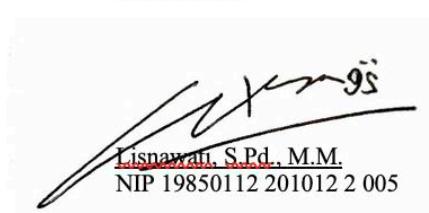
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ABSTRAK

Risna Maulidyna (1605844), Pengaruh *Virtual Brand Community* (VBC) terhadap *Electronic Word of Mouth* (E-WOM) (Survei pada Anggota Komunitas Pengguna Mobil Fortuner ID42NER) dibawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Lisnawati, S.Pd., M.M.

Konsumen pada saat ini lebih banyak menggunakan internet untuk mencari dan mengumpulkan informasi tentang barang atau jasa untuk membuat keputusan pembelian yang lebih baik. Agar dapat mengurangi potensi pelanggan memilih produk lain, perusahaan perlu untuk meningkatkan *electronic word of mouth*. Perusahaan lebih memilih teknik *electronic word of mouth*, karena dapat menjangkau sejumlah besar konsumen dengan mengeluarkan sebagian kecil dari biaya iklan tradisional. Solusi yang dapat dilakukan oleh perusahaan di Indonesia agar dapat meningkatkan *electronic word of mouth* dengan meningkatkan *virtual brand community*. Penelitian ini bertujuan untuk memperoleh (1) gambaran *consciousness of kind*, (2) gambaran *ritual and traditions*, (3) gambaran *sense of moral responsibility*, dan (4) Besarnya pengaruh *virtual brand community* yang terdiri atas *consciousness of kind*, *ritual and traditions*, dan *sense of moral responsibility* terhadap e-WOM. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Metode yang digunakan adalah *explanatory survey* dengan teknik sampel Slovin sebanyak 95 responden. Teknik analisis data yang digunakan adalah analisis jalur (*Path Analysis*) dengan alat bantu program SPSS (*Statistical Product for Service Solution*) 23.0 for Mac. Hasil temuan penelitian ini menunjukkan bahwa gambaran *consciousness of kind* dalam kategori cukup baik, gambaran *ritual and traditions* dalam kategori cukup baik, gambaran *sense of moral responsibility* dalam kategori cukup baik, dimensi *virtual brand community* yang memiliki pengaruh tertinggi terhadap *electronic word of mouth* adalah dimensi *sense of moral responsibility*, sedangkan dimensi yang memiliki pengaruh terendah adalah *ritual and traditions*. Berdasarkan hasil penelitian ini, disarankan *virtual brand community* dapat diperhatikan lebih lanjut oleh perusahaan otomotif dalam meningkatkan *electronic word of mouth*.

Kata Kunci: *Virtual Brand Community, Electronic Word of Mouth*.

ABSTRACT

Risna Maulidyna (1605844), The Effect of Virtual Brand Community (VBC) on Electronic Word of Mouth (E-WOM) (Survey of Members of the Fortuner ID42NER Car User Community) *Guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P.* and *Lisnawati, S.Pd., M.M.*

Consumers are now more likely to use the internet to find and gather information about goods or services to make better purchasing decisions. In order to reduce the potential for customers to choose other products, companies need to improve word of mouth electronics. Companies prefer electronic techniques by word of mouth, because it can offer a large number of consumers by spending a large portion of the costs of traditional advertising. Solutions that companies in Indonesia can do to improve word of mouth electronics by enhancing the virtual brand community. This study aims to obtain (1) a description of type of awareness, (2) a description of rituals and traditions, (3) a description of a sense of moral responsibility, (4) an e-WOM picture, and (5) the magnitude of the variation of the Virtual Brand Community consisting of awareness about types, rituals and traditions, and a sense of moral responsibility towards e-WOM. The type of research used is descriptive and verification. The method used was an explanatory survey with Slovin sample technique of 95 respondents. The data analysis technique used is Path Analysis with SPSS 23.0 for Mac. The findings of this study show a description of species awareness in the quite good category, rituals and traditions in the good enough category, an assessment of moral responsibility in the good enough category, an e-WOM picture in the good enough category, virtual community dimension brands that have the influence of the electronic word of word of mouth is the dimension of type consciousness, while the dimension having the lowest influence is ritual and tradition. Based on the results of this study, the virtual brand community can be further asked by automotive companies to improve word of mouth electronics.

Key Words: Virtual Brand Community, Electronic Word of Mouth.

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