

**PENGARUH *BRAND EXPERIENCE* DAN *BRAND PERSONALITY*
TERHADAP *ONLINE CUSTOMER EXPERIENTIAL VALUE***

(Survei pada Pelanggan Eiger di Indonesia)

SKRIPSI

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



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UNIVERSITAS PENDIDIKAN INDONESIA
2021**

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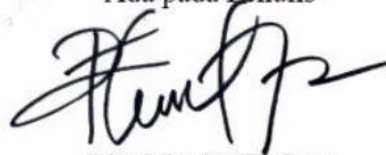
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ABSTRAK

Rita Monita Fitriana (1600866), **Pengaruh *Brand Experience* dan *Brand Personality* terhadap *Online Customer Experiential Value* (Survei terhadap Pelanggan Eiger di Indonesia)**. Di bawah bimbingan Dr. Lili Adi Wibowo., S.Pd., S.Sos., M.M. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Brand Experience* dan *Brand Personality* terhadap *Online Customer Experiential Value*. Jenis penelitian yang digunakan adalah deskriptif verifikatif yaitu dengan penggambaran dan pemaparan variabel-variabel yang diteliti dan kemudian ditarik kesimpulan. Variabel terikat dalam penelitian ini adalah *online customer experiential value* (Y), serta *brand experience* (X1) dan *brand personality* (X2) sebagai variabel bebas. Populasi dalam penelitian ini adalah pengikut (*followers*) akun Instagram Eiger di Indonesia. Pengambilan sampel dalam penelitian ini menggunakan metode *non-probability sampling* dengan menggunakan teknik *purposive sampling* terhadap 200 akun pengikut. Teknik analisis yang digunakan adalah analisis *Structural Equation Modeling* (SEM) dengan alat bantu program IBM SPSS AMOS for Windows. Hasil temuan penelitian ini menunjukkan bahwa gambaran *brand experience* dan *brand personality* terhadap *online customer experiential value* berada pada kategori baik. *Brand experience* dan *brand personality* memiliki pengaruh yang positif dan signifikan terhadap *online customer experiential value*. Berdasarkan hasil penelitian, penulis merekomendasikan beberapa hal mengenai Pengaruh *brand experience* dan *brand personality* terhadap *online customer experiential value* yaitu pada variabel *online customer experiential value* dimensi yang paling rendah yaitu *playfulness*, pada variabel *brand experience* dimensi yang paling rendah yaitu *relational*, dan pada variabel *brand personality* dimensi yang paling rendah yaitu *sophistication*. Sehingga penulis merekomendasikan agar merek Eiger, memperlakukan pelanggan secara baik, memberikan penyelesaian masalah secara adil dan merujuk pada perlakuan pelanggan secara hormat, sehingga menjadikan pelanggan merasa memiliki terhadap perusahaan merek Eiger, memperbaiki konten-konten yang menarik dan *up to date*, memposting artikel-artikel yang bermanfaat dengan sajian yang menarik, sehingga pelanggan tertarik untuk membaca, menyukai, dan mengunduh konten dan artikel yang tersedia.

Kata kunci: *Brand Experience, Brand Personality, Online Customer Experiential Value.*

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ABSTRACT

Rita Monita Fitriana (1600866), *The Influence of Brand Experience and Brand Personality on Online Customer Experiential Value (Survey of Eiger Customer in Indonesia)*. Under the guidance of Dr. Lili Adi Wibowo., S.Pd., S.Sos., M.M. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

This study aims to determine the effect of Brand Experience and Brand Personality on Online Customer Experiential Value. The type of research used is descriptive verification, namely by describing and explaining the variables studied and then drawing conclusions. The dependent variable in this study is online customer experiential value (Y), as well as brand experience (X1) and brand personality (X2) as independent variables. The population in this study are followers of the Eiger Instagram account in Indonesia. Sampling in this study used a non-probability sampling method using a purposive sampling technique on 200 follower accounts. The analysis technique used is Structural Equation Modeling (SEM) analysis with IBM SPSS AMOS for Windows program tools. The findings of this study indicate that the description of brand experience and brand personality on online customer experiential value is in the good category. Brand experience and brand personality have a positive and significant influence on online customer experiential value. Based on the results of the study, the authors recommend several things regarding the influence of brand experience and brand personality on online customer experiential value, namely the online customer experiential value variable, the lowest dimension is playfulness, the lowest dimension brand experience variable is relational, and the brand personality variable. the lowest dimension is sophistication. So the author recommends that the Eiger brand, treat customers well, provide fair problem solving and refer to customer treatment with respect, so as to make customers feel ownership of the Eiger brand company, update interesting and up to date content, post articles that is useful with an attractive presentation, so that customers are interested in reading, liking, and downloading the available content and articles.

Keywords: *Brand Experience, Brand Personality, Online Customer Experiential Value.*

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DAFTAR ISI

KATA PENGANTAR.....	i
DAFTAR ISI.....	ii
DAFTAR TABEL.....	v
DAFTAR GAMBAR.....	viii
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian	1
1.2 Identifikasi Masalah.....	11
1.3 Rumusan Masalah.....	11
1.4 Tujuan Penelitian	12
1.5 Kegunaan Penelitian	12
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	13
2.1 Kajian Pustaka	13
2.1.1 Konsep <i>Online Customer Experiential Value</i>	13
2.1.1.1 Konsep <i>Online Customer Experiential Value</i> dalam <i>Experiential Marketing</i>	13
2.1.1.2 Definisi <i>Online Customer Experiential Value</i>	14
2.1.1.3 Dimensi <i>Online Customer Experiential Value</i>	16
2.1.2.4 Model <i>Online Customer Experiential Value</i>	23
2.1.2 Konsep <i>Brand Experience</i>	29
2.1.2.1 Konsep <i>Brand Experience</i> dalam <i>Experiential Marketing</i>	29
2.1.2.2 Definisi <i>Brand Experience</i>	30
2.1.2.3 Dimensi <i>Brand Experience</i>	32
2.1.2.4 Model <i>Brand Experience</i>	36
2.1.3 Konsep <i>Brand Personality</i>	42
2.1.3.1 Konsep <i>Brand Personality</i> dalam <i>Strategic Brand Management</i>	42
2.1.3.2 Definisi <i>Brand Personality</i>	44
2.1.3.3 Dimensi <i>Brand Personality</i>	46
2.1.3.4 Model <i>Brand Personality</i>	47
2.1.4 Penelitian Terdahulu	53
2.2 Kerangka Pemikiran.....	56
2.3 Hipotesis	62
BAB III METODE PENELITIAN	63
3.1 Objek Penelitian.....	63
3.2 Metode Penelitian	63
3.2.1 Jenis Penelitian dan Metode yang Digunakan.....	63
3.2.2 Operasional Variabel.....	64
3.2.3 Jenis dan Sumber Data.....	72
3.2.4 Populasi, Sampel, dan Teknik Sampling.....	73
3.2.4.1 Populasi	73
3.2.4.2 Sampel	73
3.2.4.3 Teknik Sampling	74
3.2.5 Teknik Pengumpulan Data.....	75
3.2.6 Hasil Pengujian Validitas dan Reabilitas	76
3.2.6.1 Hasil Pengujian Validitas	77
3.2.6.2 Hasil Pengujian Reliabilitas.....	82
3.2.7 Teknik Analisis Data.....	83
3.2.7.1 Teknik Analisis Data Deskriptif	84
3.2.7.2 Teknik Analisis Data Verifikatif	87
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	100
4.1 Profil Perusahaan, Karakteristik dan Pengalaman Pelanggan Merek Eiger yang Tergabung dalam Pengikut Instagram Eiger	100
4.1.1 Profil, Visi Misi dan Sejarah Merek Eiger.....	100

Rita Monita Fitriana, 2021

PENGARUH BRAND EXPERIENCE DAN BRAND PERSONALITY TERHADAP ONLINE CUSTOMER EXPERIENTIAL VALUE (SURVEI PADA PELANGGAN EIGER DI INDONESIA)

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4.1.1.1 Profil Merek Eiger	100
4.1.1.2 Visi Misi Merek Eiger	100
4.1.1.3 Sejarah Singkat Merek Eiger	101
4.1.2 Profil Pelanggan Merek Eiger yang Tergabung dalam Pengikut Instagram Eiger ..	102
4.1.2.1 Karakteristik Pelanggan Merek Eiger Berdasarkan Wilayah	102
4.1.3 Analisis Profil Pelanggan Merek Eiger di Indonesia Dikaitkan dengan Tingkat Penilaian <i>Online Customer Experiential Value</i>	103
4.1.3.1 Keterkaitan Tingkat <i>Online Customer Experiential Value</i> pada Merek Eiger di Indonesia Berdasarkan Usia dan Jenis Kelamin.....	106
4.1.3.2. Keterkaitan Tingkat <i>Online Customer Experiential Value</i> pada Merek Eiger di Indonesia Berdasarkan Pendidikan Terakhir dan Pekerjaan	108
4.1.3.3 Keterkaitan Tingkat <i>Online Customer Experiential Value</i> Pelanggan Merek Eiger di Indonesia Berdasarkan Penghasilan/Uang Saku dan Pekerjaan.....	110
4.1.3.4 Keterkaitan Tingkat <i>Online Customer Experiential Value</i> Pelanggan Merek Eiger di Indonesia Berdasarkan Keberlanjutan Berbelanja <i>Online</i> di Masa Pandemi Covid-19 dan Frekuensi Berbelanja per Tahun.....	112
4.1.3.5 Keterkaitan Tingkat <i>Online Customer Experiential Value</i> Pelanggan Merek Eiger di Indonesia Berdasarkan Tempat Berbelanja secara <i>Online</i> dan Jenis Produk yang Dibeli.....	114
4.1.3.6 Nilai yang Diperoleh Pelanggan Ketika Berbelanja pada Merek Eiger.....	117
4.2 Hasil Pengujian Deskriptif.....	118
4.2.1 Tanggapan Pelanggan Merek Eiger Mengenai <i>Online Customer Experiential Value</i>	118
4.2.1.1 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Aesthetic</i>	120
4.2.1.2 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Playfulness</i>	122
4.2.1.3 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Educational</i>	124
4.2.1.4 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Service Excellence</i>	125
4.2.1.5 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Customer Return on Investment (CROI)</i>	127
4.2.2 Tanggapan Pelanggan Merek Eiger Mengenai <i>Brand Experience</i>	129
4.2.2.1 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Sensory</i>	131
4.2.2.2 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Affective</i>	133
4.2.2.3 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Intellectual</i>	135
4.2.2.4 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Behavioral</i>	137
4.2.2.5 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Relational</i>	139
4.2.3 Tanggapan Pelanggan Merek Eiger Mengenai <i>Brand Personality</i>	140
4.2.3.1 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Sincerity</i>	142
4.2.3.2 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Excitement</i>	144
4.2.3.3 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Competence</i>	145
4.2.3.4 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Sophistication</i>	146
4.2.3.5 Tanggapan Pelanggan Merek Eiger terhadap Dimensi <i>Ruggedness</i>	147
4.3 Hasil Pengujian Asumsi dan Hipotesis	148
4.3.1 Uji Asumsi <i>Structural Equation Modeling</i>	149
4.3.1.1 Ukuran Sampel	149
4.3.1.2 Normalitas Data.....	149
4.3.1.3 <i>Outliers Data</i>	150
4.3.1.4 Multikolinearitas.....	151
4.3.2 Pengujian <i>Structural Equation Model</i>	151
4.3.2.1 Spesifikasi Model (<i>Model Specification</i>).....	151
4.3.2.2 Identifikasi (<i>Identification</i>).....	152
4.3.2.3 Estimasi (<i>Estimation</i>)	153
4.3.2.4 Uji Kecocokan Model (<i>Model Fit Testing</i>).....	154
4.3.3 Pegujian Hipotesis	161
4.4 Pembahasan Penelitian	165

Rita Monita Fitriana, 2021

**PENGARUH BRAND EXPERIENCE DAN BRAND PERSONALITY TERHADAP ONLINE CUSTOMER
EXPERIENTIAL VALUE (SURVEI PADA PELANGGAN EIGER DI INDONESIA)**

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4.4.1 Pembahasan Gambaran <i>Online Customer Experiential Value</i>	165
4.4.2 Pembahasan Gambaran <i>Brand Experience</i>	170
4.4.3 Pembahasan Gambaran <i>Brand Personality</i>	175
4.4.4 Pembahasan Pengaruh <i>Brand Experience</i> terhadap <i>Online Customer Experiential Value</i>	180
4.4.5 Pembahasan Pengaruh <i>Brand Personality</i> terhadap <i>Online Customer Experiential Value</i>	180
4.5 Implikasi Penelitian	181
4.5.1 Temuan Penelitian Bersifat Teoritis	181
4.5.2 Temuan Penelitian Bersifat Empiris	184
4.5.3 Implikasi Hasil Penelitian Pengaruh <i>Brand Experience</i> dan <i>Brand Personality</i> terhadap <i>Online Customer Experiential Value</i> pada Program Studi Pendidikan Bisnis	186
BAB V KESIMPULAN DAN REKOMENDASI.....	189
5.1 Kesimpulan.....	189
5.2 Rekomendasi	190
DAFTAR PUSTAKA	195
LAMPIRAN.....	218

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Rita Monita Fitriana, 2021

PENGARUH BRAND EXPERIENCE DAN BRAND PERSONALITY TERHADAP ONLINE CUSTOMER EXPERIENTIAL VALUE (SURVEI PADA PELANGGAN EIGER DI INDONESIA)

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