

**Model *Consumer Brand Relationship* dalam
Mengembangkan *Brand Engagement Behavior*
di Industri Jasa Kurir
(Survei terhadap Pengguna Jasa Kurir Jawa Barat)**

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelar Doktor pada Program Studi Doktor Ilmu Manajemen
Konsentrasi Manajemen Pemasaran



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**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
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BANDUNG
2022**

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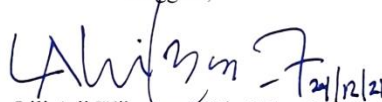
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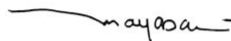
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ABSTRAK

Ali Mohamad Rezza, 1502694. *Model Consumer Brand Relationship dalam Mengembangkan Brand Engagement Behavior di Industri Jasa Kurir (Survei terhadap Pelanggan Jasa Kurir Jawa Barat)*, dibawah bimbingan Prof., Dr. Hj. Ratih Hurriyati, M.P; Prof. Dr. H. Disman, M.S.; Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M

Tujuan penelitian ini adalah untuk mengembangkan *brand engagement behavior* pelanggan jasa kurir dengan menggunakan model *consumer brand relationship*. Industri jasa kurir Indonesia merupakan industri yang sedang mengalami pertumbuhan positif dengan lingkungan bisnis yang kompetitif sehingga perusahaan-perusahaan jasa kurir perlu mencari strategi alternatif untuk mendapatkan dan mempertahankan pelanggannya. Pengembangan *brand engagement behavior* melalui *consumer brand relationship* dapat menjadi pilihan strategi untuk mendapatkan keuntungan kompetitif. Penelitian ini mengidentifikasi pengembangan *brand engagement behavior* dari *brand loyalty*, *attachment aversion relationship*, dan *brand experience*. Pendekatan kuantitatif dengan strategi penelitian survei eksplanatori digunakan dalam penelitian ini. Survei dilakukan pada 288 pelanggan jasa kurir dan dianalisa menggunakan analisa deskriptif dan verifikatif *Structural equation Modelling-Partial Least Square* (SEM-PLS). Hasil penelitian didapatkan bahwa *brand experience* mempengaruhi secara positif *attachment aversion relationship*. *Attachment aversion relationship* mampu menjadi variable mediasi antara hubungan *brand experience* dengan *brand loyalty*. *Attachment aversion relationship* tidak mampu menjadi variabel mediasi antara hubungan *brand experience* dengan *brand engagement behavior*. *Brand loyalty* dapat menjadi variable mediasi antara hubungan *brand experience* dengan *brand engagement behavior* dan *brand loyalty* dapat menjadi mediator sempurna antara hubungan *attachment aversion relationship* dengan *brand engagement behavior*.

Kata kunci: *Brand engagement behavior; Brand experience; Attachment aversion Relationship; Brand Loyalty*

DAFTAR ISI

LEMBAR PERNYATAAN	v
KATA PENGANTAR.....	vii
UCAPAN TERIMA KASIH	viii
DAFTAR TABEL	xiv
DAFTAR GAMBAR.....	xvi
BAB I.....	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	12
1.3 Tujuan dan Kegunaan Penelitian.....	13
1.4 Kegunaan Penelitian.....	13
1.5 Sistematika Disertasi	14
BAB II	15
2.1 Kajian Pustaka	15
2.1.1 Pendekatan Teori yang Digunakan / <i>State of the Art</i>	15
2.1.2 <i>Brand Engagement Behavior</i>	17
2.1.3 <i>Brand Loyalty</i>	21
2.1.4 <i>Attachment-aversion Relationship</i>	22
2.1.5 <i>Brand Experience</i>	24
2.2 Penelitian Terdahulu.....	26
2.3 Kerangka Pemikiran	34
2.4 Hipotesis	39
BAB III.....	41
3.1 Objek dan Subjek Penelitian	41
3.2 Metode Penelitian.....	42
3.2.1 Penelitian dan Metode yang Digunakan	42
3.2.2 Operasionalisasi Variabel	42
3.3 Jenis dan Sumber Data	54
3.4 Populasi, Sampel dan Teknik Sampling.....	54
3.4.1 Populasi.....	54
3.4.2 Sampel	56
3.5 Teknik Sampling	57
3.5.1 Teknik dan Alat Pengumpulan Data.....	57
3.5.2 Hasil Pengujian Validitas dan Reliabilitas.....	59

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3.6	Analisis Data Deskriptif, Analisis Data Verifikatif dan Rancangan Uji Hipotesis	69
3.6.1	Analisis data Deskriptif	70
3.6.2	Analisis Data Verifikatif	71
3.6.3	Pengujian Hipotesis	84
BAB IV	90
4.1	Profil dan Karakteristik Industri Jasa Kurir di Indonesia.....	90
4.2	Hasil Pengujian Deskriptif	92
4.2.1	Profil Pengguna Jasa Kurir Berdasarkan Identitas, Karakteristik dan Pengalaman dikaitkan dengan <i>Brand Engagement Behavior</i>	92
4.2.2	Karakteristik Pengguna Jasa Kurir berdasarkan Usia dan Jenis Kelamin terhadap <i>Brand Engagement Behavior</i>	93
4.2.3	Karakteristik Pengguna Jasa Kurir berdasarkan Usia dan Pekerjaan terhadap <i>Brand Engagement Behavior</i>	94
4.2.4	Pengalaman Pengguna Jasa Kurir Berdasarkan Volume Pengiriman dan Lama Waktu dalam Menggunakan Layanan Jasa kurir dikaitkan dengan <i>Brand Engagement Behavior</i>	95
4.2.5	Alasan Menggunakan Merek Jasa Kurir.....	97
4.3	Hasil Analisis Deskriptif Variabel Penelitian.....	98
4.3.1	Deskripsi Variabel <i>Brand experience</i> (BEX)	98
4.3.2	Deskripsi Variabel <i>Attachment–aversion relationship relationship</i> (AAR)	108
4.3.3	Deskripsi Variabel <i>Brand Loyalty</i> (BL).....	113
4.3.4	Deskripsi Variabel <i>Brand Engagement Behavior</i> (BEB)	117
4.4	Hasil Analisis Model Persamaan Struktural PLS (SEM-PLS).....	128
4.4.1	Hasil Analisis Model Pengukuran <i>Lower Order</i>	128
4.4.2	Analisa Model Pengukuran untuk Konstruksi <i>Higher Order</i>	141
4.4.3	Hasil Analisis Model Struktural	143
4.5	Pembahasan Hasil Penelitian.....	161
4.5.1	Gambaran <i>Brand Experience, Attachment aversion Relationship, Brand Loyalty</i> dan <i>Brand Engagement Behavior</i> di Industri Jasa Kurir	161
4.5.2	Pengaruh <i>Brand experience</i> terhadap <i>Attachment–aversion relationship</i>	164
4.5.3	Pengaruh Mediasi <i>Attachment–aversion relationship</i> terhadap <i>Brand Experience</i> dalam Menciptakan <i>Brand Loyalty</i>	167

4.5.4	Pengaruh <i>Attachment–aversion Relationship</i> terhadap <i>Brand Engagement Behavior</i>	170
4.5.5	Pengaruh Mediasi <i>Attachment-aversion Relationship</i> terhadap <i>Brand Experience</i> dalam Mengembangkan <i>Brand Engagement Behavior</i>	171
4.5.6	Pengaruh <i>Attachment–aversion relationship</i> terhadap <i>Brand Loyalty</i> 171	
4.5.7	Pengaruh Mediasi <i>Brand Loyalty</i> terhadap <i>Attachment Aversion Relationship</i> dalam Mengembangkan <i>Brand Engagement Behavior</i>	173
4.5.8	Pengaruh <i>Brand Experience</i> terhadap <i>Brand Engagement Behavior</i> 174	
4.5.9	Pengaruh Mediasi <i>Brand loyalty</i> terhadap <i>Brand Experience</i> dalam Mengembangkan <i>Brand Engagement Behavior</i>	175
4.6	Hasil Temuan Penelitian	176
4.6.1	Model Pengembangan <i>Brand Engagement Behavior</i> berbasis <i>Consumer-Brand Relationship</i>	176
4.6.2	Mediasi <i>Attachment–aversion Relationship</i> terhadap <i>Brand Experience</i> dalam memunculkan <i>Brand Loyalty</i>	179
4.6.3	Mediasi <i>Brand Loyalty</i> terhadap <i>Brand Experience</i> dalam Mengembangkan <i>Brand Engagement Behavior</i>	179
4.6.4	Mediasi <i>Brand Loyalty</i> terhadap Hubungan <i>Attachment-aversion Relationship</i> dengan <i>Brand Relationship Behavior</i>	180
4.7	Kebaruan (<i>Novelty</i>) Penelitian.....	180
4.7.1	Model Peningkatan Kinerja Pemasaran Berbasis Merek pada Merek Jasa Kurir	180
4.7.2	Mediasi <i>Sempurna Brand Loyalty</i> terhadap <i>Attachment Aversion Relationship</i> dalam Mengembangkan <i>Brand Engagement Behavior</i>	182
BAB V	183
5.1	Simpulan.....	183
5.2	Implikasi	185
5.3	Rekomendasi	187
DAFTAR PUSTAKA	188

DAFTAR PUSTAKA

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