

Pengaruh Self Expressive, Brand Trust dan Hedonic Product terhadap Word of Mouth dengan Brand Love sebagai Variabel Intervening (Studi pada Pengguna Traveloka di Semarang)

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ABSTRAK

Penelitian ini bertujuan untuk melakukan analisis pengaruh self expressive, brand trust, dan hedonic product terhadap word of mouth dengan brand love sebagai variabel intervening (studi pada pengguna Traveloka di Semarang). Data dikumpulkan melalui metode kuesioner yang isi mandiri oleh 200 responden menggunakan metode Purposive Sampling, pengukuran terhadap konstruk eksogen, dan endogen diuji menggunakan analisis faktor konstruk eksogen dan endogen dan hasilnya menunjukkan bahwa uji kelayakan full model berada dalam rentang nilai yang diharapkan. Hal dari penelitian ini membuktikan dan memberi kesimpulan : 1. self expressive berpengaruh positif dan signifikan terhadap brand love, 2. brand trust berpengaruh positif dan signifikan terhadap brand love, 3. hedonic product berpengaruh positif dan signifikan terhadap brand love, 4.brand love berpengaruh positif dan signifikan terhadap word of mouth

Kata Kunci : self expressive, brand trust, hedonic product, word of mouth dan brand love

**The Influence of Self Expressive, Brand Trust and Hedonic Product
toward Word of Mouth with Brand Love as an Intervening Variable
(Study on Customer of Traveloka in Semarang)**

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ABSTRACT

This study aims to analyze the influence of self expressive, brand trust, and hedonic product toward word of mouth with brand love as an intervening variable (study on customer of Traveloka in Semarang). Data were collected through self-administered questionnaire method by 200 respondents using purposive sampling method, measurement of exogenous and endogenous constructs were tested using exogenous and endogenous construct factor analysis and the results showed that the feasibility test of full model was within the expected value range. This research proves and gives the conclusion: 1. Self expressive has a positive and significant influence on brand love, 2. Brand trust has a positive and significant influence on brand love, 3. Hedonic product has a positive and significant influence on brand love, 4. Brand love has a positive and significant influence on word of mouth

Keyword : self expressive, brand trust, hedonic product, word of mouth and brand love