

ABSTRAK

Pengaruh Brand Experience, Brand Love, dan Brand Attachment terhadap Word of Mouth Marketing: Studi pada Co-Branding Erigo x JKT 48

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh yang signifikan *brand experience*, *brand love*, dan *brand attachment* secara simultan terhadap perilaku *word of mouth marketing* pada konsumen Erigo, (2) pengaruh yang signifikan *brand experience* terhadap perilaku *word of mouth marketing* pada konsumen Erigo, (3) pengaruh yang signifikan *brand love* terhadap perilaku *word of mouth marketing* pada konsumen Erigo, (4) pengaruh yang signifikan *brand attachment* terhadap perilaku *word of mouth marketing* pada konsumen Erigo. Teknik pengambilan sampel dengan metode *purposive sampling* dengan kriteria konsumen Erigo yang berada di Yogyakarta. Terdapat jumlah responden sebanyak 99 orang yang memiliki kelompok berdasarkan jenis kelamin, usia, serta pendapatan per bulan. Teknik analisis data menggunakan analisis regresi linear berganda dengan bantuan *software* SPSS 27. Hasil dari penelitian menunjukkan bahwa: (1) *brand experience*, *brand love*, dan *brand attachment* secara simultan berpengaruh terhadap perilaku *word of mouth marketing* pada konsumen Erigo, (2) *brand experience* berpengaruh terhadap perilaku *word of mouth marketing* pada konsumen Erigo, (3) *brand love* tidak berpengaruh terhadap perilaku *word of mouth marketing* pada konsumen Erigo, (4) *brand attachment* berpengaruh terhadap perilaku *word of mouth marketing* pada konsumen Erigo.

Kata kunci: *Brand Attachment*, *Brand Experience*, *Brand Love*, dan *Word of Mouth Marketing*

ABSTRACT

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This study aims to determine: (1) the significant simultaneous influence of brand experience, brand love, and brand attachment on word of mouth marketing behavior among Erigo consumers, (2) the significant influence of brand experience on word of mouth marketing behavior among Erigo consumers, (3) the significant influence of brand love on word of mouth marketing behavior among Erigo consumers, and (4) the significant influence of brand attachment on word of mouth marketing behavior among Erigo consumers. The sampling technique used is purposive sampling, with the criteria being Erigo consumers residing in Yogyakarta. There are 99 respondents, categorized by gender, age, and monthly income. Data analysis was conducted using multiple linear regression analysis with the assistance of SPSS 27 software. The results of the study indicate that: (1) brand experience, brand love, and brand attachment simultaneously influence word of mouth marketing behavior among Erigo consumers, (2) brand experience influences word of mouth marketing behavior among Erigo consumers, (3) brand love does not influence word of mouth marketing behavior among Erigo consumers, and (4) brand attachment influences word of mouth marketing behavior among Erigo consumers.

Keywords: Brand Attachment, Brand Experience, Brand Love, and Word of Mouth Marketing