

INTI SARI

Dwi Widiastari., Marinda. 2020. Anteseden Dan Konsekuensi Komunitas Merek PMI. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Dr, Wauyo Budi Atmoko,M.M. Pembimbing II Ariefah Yulandari,S.E.,M.M

Penelitian ini bertujuan untuk menguji kualitas persepsian terhadap Pengertian psikologis komunitas merek. Keunikan merek dipengaruhi oleh Pengertian psikologis komunitas merek. Pengertian psikologis komunitas merek yang tinggi dapat berpengaruh pada Komunikasi getok tular positif.

Data diperoleh melalui kuesioner yang di bagikan kepada komunitas PMI cabang Surakarta. Teknik penyampelan yang digunakan yaitu *purposive sampling* sebanyak 200 responden. Uji hipotesis menggunakan analisis *Structural Equation Modeling* (SEM).

Hasil menunjukkan kualitas persepsian berpengaruh positif terhadap pengertian psikologiskomunikasi merek, keunikan merek berpengaruh positif terhadap pengertian psikologis komunitas, pengertian psikologis komunitas merek berpengaruh positif terhadap komunikasi getok tular.

Kata Kunci : Kualitas Persepsian, Keunikan Merek, Pengertian Psikologis Komunitas Merek, Komunikasi Getok Tular Positif

ABSTRAC

Dwi Widiastari., Marinda. 2020. Antecedents and Consequences of PMI Brand Community. S1 Management Study Program. Faculty of Economics. Setia Budi University Surakarta. Advisor I. Dr, Wauyo Budi Atmoko, M.M. Supervisor II Ariefah Yulandari, S.E., M.M

This study aims to examine the perceived quality of the brand community psychological expectations. The uniqueness of a brand is influenced by the psychological understanding of the brand community. A high psychological understanding of the brand community can affect positive word of mouth communication

The data was obtained through a questionnaire distributed to the PMI Surakarta branch community. The sampling technique used was purposive sampling of 200 respondents. Hypothesis testing uses Structural Equation Modeling (SEM) analysis.

The results show that perceived quality has a positive effect on the psychological understanding of brand communication, brand uniqueness has a positive effect on psychological understanding of the community, psychological understanding of brand community has a positive effect on word of mouth communication.

Keywords: Perceived Quality, Brand Uniqueness, Psychological Understanding of Brand Communities, Positive Talkative Getok Communication