SUSTAINABILITY AS A STRATEGIC BUSINESS ORIENTATION IN GLOBAL ECONOMY RECOVERY PHASE

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INFLUENCES OF CONSUMER ATTITUDE TOWARD ONLINE BRAND COMMUNITY ON REVISIT INTENTION AND BRAND TRUST IN MANCHESTER UNITED ONLINE COMMUNITY ON FACEBOOK THROUGH MODERATION TYPES OF COMMUNITY: MOC vs COC

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Abstract

The online brand community has become the dominant venue in the marketplace through which to share individual information and experience with products and services, solve problems that consumers encounter, and interact with other consumers and company representatives because of the Internet greatly enhances people's ability to interact and communicate with each other. This study aims to examine the effect of Perceived Social Benefit and Perceived Informational Benefit to Attitude toward Online Brand Community, the effect of Attitude toward Online Brand Community to Revisit Intention and Brand Trust in Manchester United’s Community in Facebook with the moderation by types of community (Marketed-created Online Community and COC (Consumer-created Online Community). This study used purposive sampling approach, in which sample of respondents are those who have been joined Manchester United’s Community in Facebook, whether the official one or not, for more than 3 months and have a minimum education of high school. Respondents total 130 people. Multi group analysis is used in this study and used SEM (Structural Equation Modeling) model with software AMOS 16.

The result of this research showed that Perceived Social Benefit and Perceived Informational Benefit have positive and significant impact on Attitude toward Online Brand Community. Attitude toward Online Brand Community has positive and significant impact on Revisit Intention and Brand Trust. The Moderation by types of community (MOC dan COC) on Attitude toward Online Brand Community toward Revisit Intention and Brand Trust is not significant or said to not have any meaning.

Keywords: Attitude toward Online Brand Community, Revisit Intention, Brand Trust, Marked-created, Consumer-created.