

INTISARI

Penelitian ini bertujuan untuk menguji Pengaruh *Perceived Social Benefit* dan *Perceived Informational Benefit* pada *Attitude toward Online Brand Community*, *Attitude toward Online Brand Community* pada *Revisit Intention* dan *Brand Trust* dalam Komunitas Manchester United di Facebook melalui Moderasi tipe komunitas. (*Marketed-created Online Community* atau MOC dan *Consumer-created Online Community* atau COC).

Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang tergabung dalam komunitas Manchester United di Facebook baik yang *official* maupun tidak selama lebih dari 3 bulan dan berpendidikan minimal SMA atau sederajat. Responden dalam penelitian ini berjumlah 130 orang. Analisis *Multi group* dilakukan dalam penelitian ini dengan menggunakan model SEM (*Structural Equation Modeling*) melalui *software* AMOS 16 untuk pengujian *measurement* dan *Structural*.

Hasil penelitian ini menunjukkan bahwa *Perceived Social Benefit* dan *Perceived Informational Benefit* memiliki pengaruh positif dan signifikan pada *Attitude toward Online Brand Community*. *Attitude toward Online Brand Community* berpengaruh positif dan signifikan terhadap *Revisit Intention* dan *Brand Trust*. Moderasi tipe komunitas (MOC dan COC) pada *Attitude toward Online Brand Community* terhadap *Revisit Intention* dan *Brand Trust* tidak signifikan atau dapat dikatakan tidak memiliki makna.

Kata kunci: *Attitude toward Online Brand Community*, *Revisit Intention*, *Brand Trust*, *Marketed-created*, *Consumer-created*.

ABSTRACT

This study aimed 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 or MOC and COC (Consumer-created Online Community or COC).

This study used purposive sampling approach, in which sample of respondents are those who have 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 or equivalent. Respondents in this study amounted to 130 people. Multi group analysis is used in this study and used SEM (Structural Equation Modeling) model with software called AMOS 16 to test the Measurement model and structural model.

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, Marketed-created, Consumer-created.