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ABSTRAK

Dalam mengikat dan mempertahankan konsumen, penting untuk menjaga hubungan jangka panjang antara konsumen dan perusahaan yang salah satunya menggunakan *brand community* atau *brand tribalism* yang pada penelitian ini melambangkan aspek sosial seperti *segmentary lineage* dan *social structure* berfokus mempengaruhi strategi pemasaran, komunitas *online* dikatakan sebagai *massively multiplayer online role playing game* (MMORPG) kemudian dianggap sebagai konsumen yang berbudaya. Anteseden *brand tribalism* yakni *attachment* terhadap RF Online, *dual-process theory* terkait dengan RF Online, komitmen terhadap MMORPG. Sehingga suku MMORPPG mengambil peran ekspresi diri pemain seperti *self-esteem*. Serta hubungan moderasi dari *investment size* mempengaruhi *tribalism* MMORPG yang menguatkannya terhadap *self-esteem* pemain, sehingga menghasilkan perilaku *consumer intention behaviour*.

Penelitian ini menggunakan pendekatan kuantitatif dengan data primer dengan melewati tahap uji statistik menggunakan analisis SEM (*Structural Equation Modelling*). Responden yang diambil pendapatnya berasal dari komunitas *facebook* RF Online dengan kategori aktif bermain RF Online sebanyak 391 yang terisi, dan data diambil menggunakan kuisioner online. Kemudian hasil menunjukkan jika hubungan penting dari anteseden *brand tribalism* yang tidak berpengaruh yakni *brand attachment* dan *cognitive involvement*, namun *dual-process* berpengaruh tidak langsung terhadap *brand tribalism* melalui *commitment* pemain. Terakhir efek moderasi *investment size* tidak dapat memperkuat hubungan antara *brand tribalism* dan *self-esteem*.

Kata kunci: *game, MMORPGs, brand attachment, brand community, brand tribalism, dual-process, self-esteem, investment size, consumer intention behaviour.*

ABSTRACT

In binding and retaining consumers, it is important to maintain a long-term relationship between consumers and companies, one of which uses brand community or brand tribalism, which in this study symbolizes social aspects such as segmentary lineage and social structure focused on influencing marketing strategies, online communities are said to be massively multiplayer online role playing game (MMORPG) is then considered a cultured consumer. The tribalism brand antecedents are attachments to RF Online, dual-process theory related to RF Online, commitment to MMORPG. So the MMORPPG tribe takes on the role of the player's self-expression as self-esteem. And the moderation relationship of investment size affects MMORPG tribalism which strengthens the player's self-esteem, resulting in consumer intention behavior.

This study uses a quantitative approach with primary data through the statistical test phase using SEM (Structural Equation Modeling) analysis. Respondents whose opinions were taken came from the RF Online facebook community with an active category playing RF Online as many as 391 filled in, and data were taken using online questionnaires. Then the results show that if the important relationship of antecedents of brand tribalism has no effect, that is brand attachment and cognitive involvement, but dual-process does not have an indirect effect on brand tribalism through player commitment. Finally, the effect of moderation in investment size cannot strengthen the relationship between brand tribalism and self-esteem.

Keywords: *game, MMORPG, brand attachment, brand community, brand tribalism, multiple processes, self-esteem, investment size, consumer intention behavior.*