

HUBUNGAN KETERLIBATAN KONSUMEN DENGAN PERILAKU *WORD OF MOUTH* PADA KONSUMEN KONVEKSI

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara keterlibatan konsumen dengan perilaku *word of mouth* pada konsumen konveksi. Hipotesis dalam penelitian ini yaitu ada hubungan positif dan signifikan antara dimensi keterlibatan konsumen dengan *word of mouth*. Subjek dalam penelitian ini berjumlah 183 orang (85 laki-laki dan 98 perempuan). Instrumen penelitian dalam penelitian ini menggunakan skala keterlibatan fungsional yang memiliki 5 item dengan koefisien reliabilitas sebesar 0,725, skala keterlibatan simbolis yang memiliki 9 item dengan koefisien reliabilitas sebesar 0,837, skala keterlibatan ekonomi yang memiliki 6 item dengan koefisien reliabilitas sebesar 0,776 dan skala *word of mouth* yang memiliki 12 item dan memiliki koefisien reliabilitas sebesar 0,899. Analisis data dalam penelitian ini menggunakan *Spearman Rho* karena berdasarkan hasil uji normalitas kedua variabel menunjukkan distribusi data yang tidak normal. Hasil dari penelitian ini menunjukkan bahwa keterlibatan simbolis berkorelasi secara positif dan signifikan dengan *word of mouth* dengan nilai korelasi $r=0,595$ dan nilai signifikansi $p=0,000$, keterlibatan ekonomi juga memiliki korelasi yang positif dan signifikan dengan *word of mouth* dengan nilai korelasi $r=0,608$ dan nilai signifikansi $p=0,000$, dan keterlibatan fungsional memiliki korelasi yang positif dan signifikan $r=0,631$ dan nilai signifikansi $p=0,000$. Secara umum hal ini menunjukkan bahwa semakin tinggi keterlibatan konsumen maka semakin tinggi *word of mouth* pada konsumen konveksi. Sebaliknya, semakin rendah keterlibatan konsumen maka semakin rendah *word of mouth* pada konsumen konveksi.

Kata kunci: keterlibatan konsumen, keterlibatan ekonomi, keterlibatan simbolis, keterlibatan fungsional, *word of mouth*, konsumen konveksi

THE RELATIONSHIP BETWEEN CONSUMER INVOLVEMENT AND WORD OF MOUTH IN CONVECTION CONSUMER

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ABSTRACT

The aim of this study was to reveal the relation between consumer involvement and the behavior of word of mouth on convection consumers. The hypothesis of this study revealed that there was a positive and significant relationship between the dimensions of consumer involvement and the behavior of word of mouth. In this study, the number of the subject is 183 people (85 male and 98 female). The instruments that were used in this study were the scale of functional involvement which have 5 items of reliability coefficient about 0,725, the scale of symbolic involvement which have 9 items of reliability coefficient about 0,837, the scale of economic involvement which have 6 items of reliability coefficient about 0,776 and the scale of word of mouth which have 12 items of reliability coefficient about 0,899. In analyzing the data, the researcher used Spearman Rho because based on the normality test result, both of the variables showed an abnormal data distribution. The result of this study showed that (1) symbolic involvement and word of mouth were positively and significantly correlated with $r=0,595$ of correlation and $p=0,000$ of significance; (2) economic involvement positively and significantly correlated to word of mouth scored $r=0,608$ of correlation and $p=0,000$ of significance; and (3) functional involvement positively and significantly correlated to word of mouth scored $r=0,631$ of correlation and $p=0,000$ of significance. Generally, this results exhibited that the higher the consumer involved the higher the word of mouth on convection consumers found. On the contrary, the lower the consumer involved the lower the word of mouth on convection consumers found.

Keywords: consumer involvement, economic involvement, symbolic involvement, functional involvement, word of mouth, consumer convection