

PENGARUH *BRAND HATE* TERHADAP *NON-REPURCHASE INTENTION* DENGAN *NEGATIVE ELECTRONIC WORD OF MOUTH* SEBAGAI MEDIASI DAN *CORPORATE CRISIS RESPONSE* SEBAGAI MODERASI: STUDI PADA MEREK DI INDONESIA

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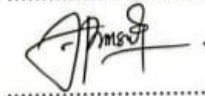
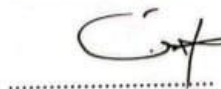
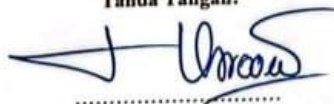
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ABSTRAK

Perkembangan media sosial telah memberikan ruang yang luas bagi konsumen untuk mengekspresikan opini, termasuk ketidakpuasan dan kebencian terhadap suatu merek (*brand hate*). Fenomena ini semakin relevan di Indonesia, terutama ketika isu etika, sosial, atau krisis reputasi memicu reaksi negatif publik. Emosi negatif tersebut kerap mendorong konsumen untuk menyebarkan opini buruk secara digital melalui *negative electronic word of mouth* (NeWOM), yang pada akhirnya dapat memengaruhi keputusan konsumen untuk tidak membeli ulang (*non-repurchase intention*). Penelitian ini bertujuan untuk menganalisis pengaruh *brand hate* terhadap *non-repurchase intention* dengan *negative electronic word of mouth* (NeWOM) sebagai variabel mediasi dan *corporate crisis response* sebagai variabel moderasi.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui software SmartPLS versi 4.1.0.9. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan total 449 responden di Indonesia. Kriteria responden adalah yang pernah membeli atau menggunakan produk dari suatu merek dan setelah itu karena suatu hal membencinya. Analisis dalam penelitian ini mencakup *outer model*, *inner model*, *Importance-Performance Map Analysis* (IPMA), dan *Multi Group Analysis* (MGA) berdasarkan jenis kelamin.

Hasil penelitian menunjukkan bahwa *brand hate* berpengaruh positif signifikan terhadap NeWOM dan *non-repurchase intention*. Selain itu, NeWOM juga berpengaruh positif signifikan terhadap *non-repurchase intention* serta memediasi hubungan antara *brand hate* dan *non-repurchase intention* secara signifikan. Namun, *corporate crisis response* tidak terbukti memoderasi hubungan antara *brand hate* maupun NeWOM terhadap *non-repurchase intention*. Melalui analisis IPMA, diketahui bahwa *brand hate* merupakan konstruk dengan tingkat kepentingan dan kinerja tertinggi terhadap *non-repurchase intention*, sehingga menjadi prioritas utama yang perlu ditangani. Sementara itu, hasil *Multi Group Analysis* (MGA) berdasarkan jenis kelamin menunjukkan bahwa pengaruh *brand hate* terhadap *non-repurchase intention* lebih kuat pada responden perempuan dibandingkan laki-laki.

Temuan penelitian ini menegaskan bahwa *brand hate* dan *negative electronic word of mouth* memiliki peran krusial dalam mendorong niat konsumen untuk tidak membeli ulang suatu produk. Implikasi praktis dari hasil ini menunjukkan bahwa perusahaan perlu memantau dan mengelola persepsi negatif konsumen, khususnya yang tersebar melalui media sosial. Selain itu, meskipun *corporate crisis response* tidak berperan signifikan sebagai variabel moderasi, prinsip-prinsip komunikasi krisis tetap dapat digunakan sebagai dasar untuk membangun kepercayaan publik. Penelitian ini juga membuka peluang bagi studi selanjutnya untuk meneliti objek yang lebih spesifik dan mengeksplorasi faktor-faktor lain yang dapat memengaruhi perilaku negatif konsumen.

Kata kunci: *brand hate*, *negative electronic word of mouth*, *non-repurchase intention*, *corporate crisis response*, PLS-SEM

ABSTRACT

The development of social media has provided a vast space for consumers to express their opinions, including dissatisfaction and hatred toward a brand (brand hate). This phenomenon has become increasingly relevant in Indonesia, particularly when ethical issues, social concerns, or reputational crises trigger negative public reactions. Such negative emotions often drive consumers to disseminate unfavorable opinions digitally through negative electronic word of mouth (NeWOM), which can ultimately influence their decision not to repurchase (non-repurchase intention).

This study aims to analyze the effect of brand hate on non-repurchase intention, with negative electronic word of mouth (NeWOM) as a mediating variable and corporate crisis response as a moderating variable. A quantitative approach was employed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS version 4.1.0.9. The sampling technique used was purposive sampling, involving a total of 449 respondents in Indonesia. The criteria for respondents included individuals who had previously purchased or used a product from a brand and subsequently developed a hatred toward it for some reason. The analysis in this study includes the outer model, inner model, Importance-Performance Map Analysis (IPMA), and Multi Group Analysis (MGA) based on gender.

The results reveal that brand hate has a significant positive effect on both NeWOM and non-repurchase intention. Additionally, NeWOM significantly and positively influences non-repurchase intention and serves as a significant mediator between brand hate and non-repurchase intention. However, corporate crisis response was not found to significantly moderate the relationship between brand hate or NeWOM and non-repurchase intention. Through IPMA analysis, it was identified that brand hate is the construct with the highest importance and performance concerning non-repurchase intention, making it a top priority to address. Meanwhile, the Multi Group Analysis (MGA) based on gender shows that the influence of brand hate on non-repurchase intention is stronger among female respondents than male respondents.

These findings affirm that brand hate and negative electronic word of mouth play a crucial role in driving consumers' intention not to repurchase a product. The practical implication of these results highlights the need for companies to monitor and manage negative consumer perceptions, particularly those spread through social media. Furthermore, although corporate crisis response did not significantly moderate the examined relationships, crisis communication principles can still serve as a foundation for building public trust. This study also opens opportunities for future research to examine more specific objects and explore other factors that may influence negative consumer behavior.

Keywords: brand hate, negative electronic word of mouth, non-repurchase intention, corporate crisis response, PLS-SEM

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