# INTISARI

Penelitian ini bertujuan untuk menguji pengaruh keterlibatan budaya abadi, identifikasi merek dan getok tular elektronik terhadap kredibilitas merek Usaha Mikro Kecil dan Menengah (UMKM) produk tradisional khas Bekasi yang dimediasi oleh keterikatan merek.

Metode pengambilan sampel yang digunakan adalah *nonprobability sampling* yaitu dengan metode *purposive sampling*. Sampel dalam penelitian ini adalah 250 konsumen berusia 17 tahun keatas yang telah melakukan pembelian sebanyak 3 kali produk tradisional UMKM khas Bekasi dalam kurun waktu 2 tahun. Penelitian ini didasarkan pada studi *confirmatory model*. *Structural Equation Modeling* (SEM) dengan bantuan program statistik AMOS digunakan untuk menguji validitas dan reliabilitas instrumen, *goodness of fit* model, dan hubungan yang dihipotesiskan di dalam model teoritis yang diusulkan.

Temuan dari model struktural telah membuktikan hampir semua hubungan yang dihipotesiskan terbukti terdukung. Hasil penelitian membuktikan bahwa terdapat pengaruh positif getok tular elektronik pada keterikatan merek namun keterlibatan budaya abadi tidak terbukti berpengaruh pada keterikatan merek. Terdapat pengaruh positif identifikasi merek pada keterikatan merek. Terdapat pengaruh positif keterikatan merek pada kredibilitas merek namun keterlibatan budaya abadi tidak terbukti berpengaruh pada kredibilitas merek.

**Kata kunci**: keterlibatan budaya abadi, identifikasi merek, getok tular elektronik, keterikatan merek, dan kredibilitas merek.

# *Abstract*

This research aims to examine the influence of enduring cultural involvement, brand identification and electronic communication on the brand credibility of Micro, Small and Medium Enterprises (MSMEs) of traditional products typical of Bekasi which is mediated by brand attachment.

The sampling method used was nonprobability sampling, namely the purposive sampling method. The sample in this study was 250 consumers aged 17 years and over who had purchased 3 traditional Bekasi MSME products within a period of 2 years. This research is based on a confirmatory model study. Structural Equation Modeling (SEM) with the help of the AMOS statistical program was used to test the validity and reliability of the instrument, goodness of fit model, and the relationships hypothesized in the proposed theoretical model.

Findings from the structural model have proven that almost all of the hypothesized relationships are supported. The results of the study prove that there is a positive influence of electronic communication on brand attachment, however, enduring culture involvement is not proven to have an effect on brand attachment. There is a positive influence of brand identification on brand attachment. There is a positive influence of brand attachment on brand credibility but lasting enduring culture involvement is not proven to have an effect on brand credibility.

*Keywords:    Enduring Culture Involvement, Brand Identity, Electronic Word of Mouth, Brand Attachmnet, and Brand Credibility*