

Intisari

Kebencian merek dinilai sebagai kerangka kerja yang komprehensif untuk menggambarkan emosi negatif pada merek (Fetscherin, 2019). Hegner, Fetscherin, dan Delzen (2017), mengungkapkan perlunya penelitian lebih lanjut berkaitan dengan anteseden dan konsekuensi kebencian merek menggunakan konstruk multidimensional berdasarkan literatur psikologi kebencian. Sternberg (2003), menjelaskan tiga komponen utama kebencian yang kemudian dikembangkan oleh Kucuk (2018), menjadi tiga tipe kebencian merek, yakni *cold brand hate*, *warm brand hate*, dan *hot brand hate*. Penelitian ini dilakukan untuk menguji pengaruh pengalaman negatif masa lalu, ketidaksesuaian simbolis, dan ketidakcocokan ideologis pada tiga tipe kebencian merek ritel daring. Penelitian ini juga menguji pengaruh *cold brand hate*, *warm brand hate*, dan *hot brand hate* pada perilaku boikot merek ritel daring.

Pengumpulan data dilakukan menggunakan metode survei kepada 211 konsumen ritel daring di Indonesia. Responden merupakan orang yang pernah melakukan pembelian pada ritel daring merek Tokopedia, Bukalapak, dan Shopee secara umum termasuk konsumen non-pembenci merek. Analisis data dilakukan dengan menggunakan *Structural Equation Modelling-Partial Least Square* (SEM-PLS). Berdasarkan hasil analisis data, variabel pengalaman negatif masa lalu terdukung secara statistik berpengaruh positif pada *cold brand hate*, *warm brand hate*, dan *hot brand hate*. Variabel ketidaksesuaian simbolis terdukung secara statistik berpengaruh positif pada *cold brand hate*, namun variabel ketidaksesuaian simbolis tidak terdukung secara statistik berpengaruh positif pada *warm brand hate* dan *hot brand hate*. Variabel ketidakcocokan ideologis terdukung secara statistik berpengaruh positif pada *cold brand hate*, *warm brand hate*, dan *hot brand hate*. Variabel *cold brand hate* dan *hot brand hate* terdukung secara statistik berpengaruh positif pada boikot, sedangkan pengaruh variabel *warm brand hate* pada boikot tidak terdukung secara statistik.

Kata Kunci: kebencian merek, pengalaman negatif masa lalu, ketidaksesuaian simbolis, ketidakcocokan ideologis, boikot

Abstract

Brand hate is considered as a comprehensive framework for describing negative emotions in brand (Fetscherin, 2019). Hegner, Fetscherin, and Delzen (2017), reveal the need for further research with regard to the antecedents and consequences of brand hate using multidimensional constructs based on the psychology of hate literature. Sternberg (2003), explains the three main components of hate which developed by Kucuk (2018) into three types of brand hate, namely cold brand hate, warm brand hate, and hot brand hate. This study was conducted to examine the effect of negative past experiences, symbolic incongruity, and ideological incompatibility on three types of hate in online retail brand. This research also examines the effect of cold brand hate, warm brand hate and hot brand hate on boycott behavior in online retail brands.

Data collection was carried out using a survey method on 211 online retail consumers in Indonesia. Respondents are people who have purchased at the online retail brands such as Tokopedia, Bukalapak, and Shopee in general, including non-brand haters. Data analysis was performed using Structural Equation Modeling-Partial Least Square (SEM-PLS). Based on the results of data analysis, negative past experiences variable are statistically supported by a positive effect on cold brand hate, warm brand hate and hot brand hate. Symbolic incongruity variable is statistically supported with a positive effect on cold brand hate, but symbolic incongruity variable is not statistically supported with a positive effect on warm brand hate and hot brand hate. Ideological incompatibility variable has a statistically positive effect on cold brand hate, warm brand hate and hot brand hate. Cold brand hate and hot brand hate variables has a statistically supported by a positive effect on boycotts, while the effect of warm brand hate on boycotts was not statistically supported.

Keywords: brand hate, negative past experiences, symbolic incongruity, ideological incompatibility, boycott