

THE INCREASING OF ONLINE LOCAL BRAND PURCHASE: INFLUENCE AND RELATIONSHIP ON BRAND LOYALTY AND WORD OF MOUTH DURING THE PANDEMIC

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Abstract

Seeing the growing public awareness of buying local brands during the pandemic is a positive thing. Considering that Indonesia is one of the countries experiencing an economic crisis due to the Corona pandemic. But the fact is that in this time of crisis, consumers actually feel that local Indonesian brands can compete even with global brands. Online shopping and the choice of local brands is very prominent and a very significant increase when compared to before the pandemic. Therefore, this study aims to discuss the influence of advertising, brand image, social networking service content, brand trust, brand reputation, brand performance, on brand loyalty and word of mouth on increasing local brand purchases by Indonesian consumers during the pandemic. The researchers want to underlie the increase in purchases of local brands during the COVID-19 pandemic and there also a few researchers who carried out the relationship between the variables mentioned above and at the same time wanted to know the extent of Indonesia consumer ratings on the quality of local brands.

Keywords

brand image, sns content, brand trust, brand reputation, brand performance, brand loyalty and word of mouth, local product

Biographies

Reizano Amri Rasyid started his academic career by studying at ITS (Institut Teknologi Sepuluh Nopember). then continued his master's studies at the management technology department ITS. currently works as a lecturer at Nahdlatul Ulama University Surabaya in the management department. So far, the focus of his field of study is marketing management, especially in terms of branding.

Azmil Chusnaini graduated from Gadjah Mada University. currently works as a lecturer at the management department of the Nahdlatul Ulama University Surabaya. During his time as a lecturer, the focus of his field of study was entrepreneurship. currently not only a lecturer, but also a director of PT. Rosan Permai

Candraningrat is a graduate of the University of 17 Agustus Surabaya with a bachelor's degree in economics with a focus on marketing management, then continued his master's studies at Airlangga University Surabaya by taking the

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