

## ABSTRAK

### **PENGARUH *NEGATIVE CAMPAIGN* DAN *VIRAL CONTENT MARKETING* TERHADAP *BRAND LOYALTY* MELALUI *BRAND REPUTATION* STARBUCKS DI KOTA BANDAR LAMPUNG**

Oleh

**RAHMA FAMILY**

Penelitian ini dilatarbelakangi oleh meningkatnya penyebaran informasi negatif (*negative campaign*) di media sosial yang berpotensi memengaruhi loyalitas konsumen terhadap merek Starbucks. Penelitian ini bertujuan untuk mengetahui pengaruh *negative campaign* dan *viral content marketing* terhadap *brand loyalty* melalui *brand reputation* sebagai variabel mediasi pada konsumen Starbucks di Bandar Lampung. Jenis penelitian yang digunakan adalah *explanatory research* dengan pendekatan kuantitatif. Sampel sebanyak 100 responden dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner skala *likert* dan dianalisis menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *negative campaign* berpengaruh positif namun tidak signifikan terhadap *brand loyalty* dan *brand reputation*, serta tidak memiliki pengaruh tidak langsung melalui *brand reputation*. *Viral content marketing* berpengaruh positif dan signifikan terhadap *brand loyalty* dan *brand reputation*, serta memiliki pengaruh tidak langsung melalui *brand reputation*. Selain itu, *brand reputation* berpengaruh positif dan signifikan terhadap *brand loyalty*. Temuan ini menegaskan pentingnya pengelolaan reputasi merek dan strategi konten digital untuk menjaga loyalitas konsumen meskipun terdapat kampanye negatif. Penelitian ini diharapkan dapat menjadi referensi bagi praktisi pemasaran dalam merancang strategi komunikasi merek yang efektif di era digital.

**Kata Kunci:** *Negative Campaign, Content Viral Marketing, Brand Reputation, Brand Loyalty, Starbucks*

## **ABSTRACT**

### **THE INFLUENCE OF NEGATIVE CAMPAIGN AND VIRAL CONTENT MARKETING ON BRAND LOYALTY THROUGH BRAND REPUTATION OF STARBUCKS IN BANDAR LAMPUNG**

*By*

**RAHMA FAMILY**

*This study is motivated by the increasing spread of negative information (negative campaign) on social media, which has the potential to affect consumer loyalty to the Starbucks brand. The study aims to examine the influence of negative campaign and viral content marketing on brand loyalty through brand reputation as a mediating variable among Starbucks consumers in Bandar Lampung. This research employs explanatory research with a quantitative approach. A total of 100 respondents were selected using purposive sampling. Data were collected through a Likert-scale questionnaire and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicate that negative campaign has a positive but not significant influence on brand loyalty and brand reputation, and does not have an indirect effect through brand reputation. Meanwhile, viral content marketing has a positive and significant influence on brand loyalty and brand reputation, as well as an indirect effect through brand reputation. In addition, brand reputation positively and significantly influences brand loyalty. These findings highlight the importance of brand reputation management and digital content strategies to maintain consumer loyalty despite the presence of negative campaigns. This study is expected to serve as a reference for marketing practitioners in designing effective brand communication strategies in the digital era.*

**Keywords:** *Negative Campaign, Content Viral Marketing, Brand Reputation, Brand Loyalty, Starbucks*