CUSTOMER DEVOTION TOWARDS CULT BRANDS:

A CASE STUDY OF MAC USERS GROUP IN JOGJAKARTA

THESIS

Presented as Partial Fulfillment of the Requirements
For the Degree of Sarjana Ekonomi (S1) in Management Program
Faculty of Economics University of Atma Jaya Yogyakarta

Compiled by:

Rangsang Tunggul Panjalu

Student ID Number: 02 12 13678

FACULTY OF ECONOMIC

ATMA JAYA YOGYAKARTA UNIVERSITY

MARCH, 2010

Faculty of Economics
University of Atma Jaya Yogyakarta

I hereby recommend that the thesis prepared under my supervision by:

Rangsang Tunggul Panjalu

Student ID Number: 02 12 13678

Thesis entitled:

CUSTOMER DEVOTION TOWARDS CULT BRANDS:

A CASE STUDY OF MAC USERS GROUP IN JOGJAKARTA

Be accepted in partial fulfillment of the requirements
For the Degree of Sarjana Ekonomi (S1) in Management Program
Faculty of Economics, University of Atma Jaya Yogyakarta

Advisor

Drs., Gunawan Jiwanto MBA. **Yogyakarta, December 14th, 2006**

This is to certify that the thesis entitled

CUSTOMER DEVOTION TOWARDS CULT BRANDS:

A CASE STUDY OF MAC USERS GROUP IN JOGJAKARTA

Presented by

Rangsang Tunggul Panjalu

Student ID Number: 02 12 13678

Has been defended and accepted towards fulfillment of the requirements
for the Degree of Sarjana Ekonomi (S1) in Management Program
Faculty of Economics, University of Atma Jaya Yogyakarta
On Wednesday, January 13th, 2010

Examination Committee

Chairman

Dr. EF. Slamet S. Sarwono, MBA.

Member

Fandy Tjiptono, SE., M.Com.

Member

Drs. Gunawan Jiwanto, MBA.

Yogyakarta, Thursday, March 4th, 2010

Dean

UNIVERSITAS ATMA JAYA YOGYAKARTA
FAKULTAS EKONOMI

Dr. Dorothea Wahyu Ariani, SE., MT.

STATEMENT OF THESIS AUTHENTICITY

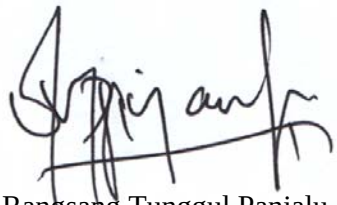
I am Rangsang Tunggul Panjalu hereby declare that I compiled this thesis with the following title:

CUSTOMER DEVOTION TOWARDS CULT BRANDS

A CASE STUDY OF MAC USERS GROUP IN JOGJAKARTA

Is really my own thinking and writing, and I fully acknowledge that my writing does not contain others' or part(s) of others' writing, except for those that have been cited and mentioned in the body notes and in the references. If in the future, I am proved of doing plagiarism on parts or the whole of the thesis, so the degree and certificate I would get from Atma Jaya Yogyakarta University are aborted and I will return them willingly to Atma Jaya Yogyakarta University.

Yogyakarta, December 2009



Rangsang Tunggul Panjalu

ACKNOWLEDGEMENT

After all these years, I finally finished the thesis. The process of study and research felt so short compared to my time of study in Atma Jaya Yogyakarta University. But all these years would not be succeeded without all of my family, close relatives and colleague. I would like to express my gratitude to the following people.

1. My beloved family. Both of my parents and my sister. Thank you for all the understanding and mental support. I would not have completed this without you. You are my inspiration.
2. My advisor, Mr. Gunawan Jiwanto, for his willingness to spare his time to guide me in finishing my thesis. I am very grateful for your patience, understanding and cooperation in guiding me through the process in compiling my thesis.
3. Mas Adit, who always help me on the KRS process. You are the best!
4. All my friends from international program 2002 batch, Gustu and Rio for your support and encourage all this time, I won't forget our monologues, Wina, Yana, Noer, Yenny, Megha, Melda, Ella, Mery, Vicka, Meliana, Lia, Alex, Lina, Danny, Tris, Bayu, Hata, Galang. It has been fun spending these years with all of you.
5. My friends Sheky, Margege, Linda, Moko, Dorra,, Dinar, Bung Daru, Yogi Rewo, Bleki, Dinto, Adite, Jopai, and Poppy. Thank you for always encourage me and support me.

6. Friends at MWI. Thank you for your time and kind enough to share your time, experience, and ideas about Apple. I hope you become more solid and militant in positive way in the future.

Finally, thank you to all the people who cannot be mentioned one by one for all their advices and supports for all these times. The author realizes that there are might still a lot of mistakes in this thesis, let the author apologizes before. Suggestions and comments are welcomed for the improvement and correction of this thesis. Finally the author hopes this thesis can bring advantages and is useful to the reader

Yogyakarta, December 2009

Rangsang Tunggul Panjalu

TABLE OF CONTENTS

TITLE PAGE……..... i

ADVISOR LEGALIZATION…….. …..... ii

COMMITTEE LEGALIZATION……..... iii

STATEMENT OF THESIS AUTHENICITY ...…….. iv

ACKNOWLEDGEMENT.....……..…... v

TABLE OF CONTENTS ……. vii

FIGURES LIST……..... xi

APPENDIXES LIST…… xii

ABSTRACT…… xiii

CHAPTER I INTRODUCTION

I.1 Background……..….....……. 1

I.2 Problem Identification..…….. 4

I.3 Framework……...……... 5

I.4 Benefits of the Study...……...……6

I.5 Research Design……..7

I.6 Writing Structure…… 8

CHAPTER II THEORETICAL BACKGROUND

II.1 Marketing……..…… 10

II.1.1 Segmentation..... 11

II.1.2 Positioning..... 12

II.2 Brand..... 13
II.2.1 Brand As a Symbol..... 14
II.2.2 Brand Loyalty..... 15
II.2.3 Measurement for Brand Loyalty..... 18
II.3 Consumer Behavior towards Brands..... 18
II.3.1 Maslow Hierarchy of Needs..... 19
II.3.2 Commitment..... 22
II.3.2.1 Allen and Meyer Commitment Types..... 22
II.3.2.2 Echambadi Commitment Types..... 23
II.4 Cult Brands and Customer Devotion..... 25
II.4.1 Cult Branding..... 26
II.4.1.1 Characteristics of Cult Brands..... 27
II.4.1.2 Characteristics of Mac Users Groups..... 29
II.4.2 Customer Devotion..... 30
II.3.3.1 Antecedents Creating Consumer Devotion.... 31
II.3.3.2 Sacralization..... 32

CHAPTER III RESEARCH DESIGN

III.1 The Type of Research Design..... 35
III.2 Place and Time of the Research..... 36
III.2.1 Place of the Research..... 36
III.2.2 Time of the Research..... 36
III.3 Population and Informants..... 36

III.3.1 Population……..…… 37

III.3.2 Informants.....……..……... 38

III.4 Data Collection Method…….....…….. 39

III.4.1 Pilot Study……. 39

III.4.2 Primary Data……..... 39

III.4.2.1 Focus Group Discussion.....…..... 40

III.4.2.2 Interviews ……...…….. 41

III.4.2.3 Observations…….. 41

III.4.3 Secondary Data…..... 42

III.5 Data Analyzing Method…….……... 43

III.4.5.1 Validity Analyses…….....…..... 43

III.4.2.2 Reliability Analyses...…….. 44

III.4.2.3 Data Analyses Method..…….. 44

CHAPTER IV DATA ANALYSIS

IV.1 Antecedents...…….....…….…… 46

IV.1.1 Norms……..…….…….. 46

IV.1.2 Felt Void...……..…… 48

IV.1.3 Need for Distinction…….. 50

IV.1.4 Enhance Self-Identity…… 52

IV.2 Calculative Commitment…….…….. 54

IV.3 Normative Commitment…….....……. 56

IV.4 Sacralization…….. 58

IV.5 Affective Commitment…….. 59

IV.6 Characteristics of Mac Users Group in Jogjakarta…… 64

IV.7 Discussion and Analysis of the Entire Findings……..... 66

CHAPTER V CONCLUSION AND MANAGERIAL IMPLICATION

V.1 Conclusion…….. 69

V.2 Managerial Implication ….....……. 70

V.3 Limitation and Recommendation of the Study……..... 72

REFERENCES

APPENDIXES

FIGURES LIST

1. Figure 2.1 Aaker Model of Brand Loyalty…….. 16
2. Figure 2.2 Maslow Hierarchy of Needs…….. 20

APPENDIXES LIST

Appendix 1 : Guiding Questions…….. 76

Appendix 2 : Focus Group Discussion Mac.Web.Id…… 78

Appendix 3 : Interview Transcript Supriyono…….. 87

Appendix 4 : Interview Transcript Gregorius Gempa Trimuryono……. 98

Appendix 5 : Interview Transcript Boni Susilo…… 108

CUSTOMER DEVOTION TOWARDS CULT BRANDS:

A CASE STUDY OF MAC USERS GROUP IN JOGJAKARTA

Compiled by:

Rangsang Tunggul Panjalu

Student ID: 02 12 13678

Advisor Drs., Gunawan Jiwanto MBA.

Abstract

The purpose of the research in this thesis is to investigate whether consumer devotion to a certain brand exists in Indonesia, particularly in Jogjakarta and to investigate whether the antecedents creating the devotion are the same in Indonesia and the one globally.

The research methods were using case study approach with literature review, focus group discussion, and observations, and this research use purposive sampling. The data was then analyzed using content analysis.

From the analyzed data it can be concluded in a whole that customer devotion has already begun to be formed among the Mac Users in Jogjakarta but some antecedents have not yet been successfully sacralized. Other successfully-sacralized antecedents have developed into affective commitment. Some of the informants have shown the devotion the brand while some others have not.

Keywords: Consumer behavior, Brand loyalty, Customer satisfaction