

Analisis pengaruh brand image terhadap overall satisfaction dan loyalty intention : studi kasus Blue Bird Group Indonesia = Analysis of the effect of brand image on overall satisfaction and loyalty intention : case study of Blue Bird Group Indonesia / Siti Indira Tiziomi

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Abstrak

**ABSTRAK**

Penting bagi suatu perusahaan taksi untuk menjaga brand image-nya karena dapat menjadi preferensi utama konsumen dalam membuat keputusan. Brand image benefits memiliki 5 dimensi yaitu, functional, symbolic, social, experiential, dan appearance enhances, yang diukur untuk melihat pengaruhnya terhadap kepuasan dan loyalitas konsumen. Penelitian terhadap 120 responden konsumen taksi Blue Bird menemukan bahwa brand image benefits berpengaruh terhadap overall satisfaction dalam dimensi functional, experiential, dan appearance enhances. Brand image benefits pada dimensi experiential, dan appearance enhances berpengaruh terhadap loyalty intention. Loyalty intention berpengaruh terhadap overall satisfaction. Brand image benefits mempengaruhi loyalty intention via overall satisfaction, dengan full maupun partial mediation.

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**ABSTRACT**

It is important for a taxi company to maintain its brand image, because it can be main preference for consumers. Brand image benefits has 5 dimensions, functional, symbolic, social, experiential, and appearance enhances, that measured to identify its effects to satisfaction and loyalty. From 120 Blue Bird consumers, showed that brand image benefits significantly affect overall satisfaction in functional, experiential, and appearance enhances dimensions. Brand image benefits in experiential, and appearance enhances has a significant effect on loyalty intention. Loyalty intention does influence overall satisfaction. Brand image benefits acts on loyalty intention via overall satisfaction by full and partial mediation.