

Analisis peranan ekuitas merek terhadap kepuasan pelanggan dan loyalitas merek pada The Harvest Patisserie & Chocolatier = Role of brand equity to customer satisfaction and brand loyalty at The Harvest Patisserie & Chocolatier

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Abstrak

Penelitian ini membahas tentang pengaruh consumer-based brand equity terhadap brand loyalty dengan dimediasi oleh customer satisfaction dalam industri restoran terutama cake shop. Pengolahan data dalam penelitian ini menggunakan Structural Equation Modeling (SEM) dengan program LISREL 8.70.

Hasil penelitian ini menunjukkan bahwa tiga dari lima consumer-based brand equity berpengaruh positif dan signifikan terhadap customer satisfaction, dan customer satisfaction berpengaruh positif dan signifikan terhadap brand loyalty.

This research aims to analyze the effects of store consumer-based brand equity to brand loyalty, mediated by customer satisfaction in the context of restaurant especially cake shop. Data were analyzed using Structural Equation Modeling (SEM) with LISREL 8.70 software.

The result of this research suggest that three out of five consumer-based brand equity indicate positive and significant effect toward customer satisfaction, and customer satisfaction indicate positive and significant effect toward brand loyalty.