

Analisis Equity Drivers, Customer-Based Brand Equity, dan Customer Loyalty di dalam industri Hypermarket : studi kasus Hypermarket Carrefour = Analysis of Equity Drivers, Customer-Based Brand Equity, and Customer Loyalty in Hypermarket industry : study case Hypermarket Carrefour

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Abstrak

Skripsi ini membahas pengaruh Equity Drivers, Customer-Based Brand Equity, dan Customer Loyalty di dalam Industri Hypermarket dengan hypermarket Carrefour sebagai objek penelitian. Penelitian ini menggunakan SEM. Hasil penelitian dari setiap dimensi variabel menunjukkan adanya hubungan yang konsisten antara equity drivers, customer-based brand equity, dan customer loyalty. Terdapat pengaruh antara equity drivers, customer-based brand equity, dan customer loyalty dengan jumlah sampel sebanyak 300 responden. Product quality and assortment, Effort expended in keeping customers, Location, Community involvement memiliki pengaruh yang signifikan terhadap Emotional loyalty. Effort expended in keeping customers, Location, Community involvement memiliki pengaruh yang signifikan terhadap Fanaticism. Emotional loyalty dan Fanaticism memiliki pengaruh yang signifikan terhadap Consumer commitment. Selanjutnya Emotional loyalty dan Fanaticism memiliki pengaruh yang signifikan terhadap Patronage.

.....This thesis discusses the influence of Equity Drivers, Customer-Based Brand Equity and Customer Loyalty in the hypermarket industry and Carrefour Hypermarket as the research object. This study uses SEM. The results of each dimension of the variables showed a consistent relationship between equity drivers, customer-based brand equity and customer loyalty. There is influence between equity drivers, customer-based brand equity and customer loyalty with a total sample of 300 respondents. Product quality and assortment, Effort expended in keeping customers, Location, Community involvement has a significant impact on Emotional loyalty. Effort expended in keeping customers, Location, Community involvement has a significant effect on Fanaticism. Emotional loyalty and Fanaticism has a significant effect on consumer commitment. Furthermore Emotional loyalty and Fanaticism has a significant effect on Patronage.