

# Pengaruh attitudinal loyalty dan behavioral loyalty terhadap intensi pembelian kembali : studi kasus: Restoran Sushi Tei di Indonesia = The influence of attitudinal loyalty and behavioral loyalty on repurchase intention : case study: Restaurant Sushi Tei in Jakarta

Ina Putriana, author

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari attitudinal loyalty dan behavioral loyalty terhadap intensi pembelian kembali pelanggan terhadap restoran Jepang Sushi Tei. Penelitian ini menggunakan pendekatan metode riset kuantitatif berdasarkan model penelitian Leingpibul, Thomas, Broyles, dan Ross (2009). Survei dilakukan terhadap 160 responden. Hasil penelitian menunjukkan bahwa attitudinal loyalty berpengaruh langsung terhadap intensi pembelian kembali konsumen Sushi Tei. Selain itu, behavioral loyalty juga terbukti memediasi pengaruh attitudinal loyalty terhadap intensi pembelian kembali. Dari hasil penelitian ini juga terbukti bahwa meet expectation dan affective feeling state memiliki pengaruh positif terhadap attitudinal loyalty.

.....This study aimed to determine the effect of attitudinal loyalty and behavioral loyalty to customer repurchase intentions toward the Japanese restaurant Sushi Tei. This study used quantitative research method approach based on the research model Leingpibul, Thomas, Broyles, and Ross (2009). The survey was conducted on 160 respondents. The results showed that attitudinal loyalty directly influence consumer repurchase intentions Sushi Tei. In addition, behavioral loyalty is also shown to mediate the influence of attitudinal loyalty on repurchase intention. From the results of this study also proved that meet expectation and affective feeling state has a positive effect on attitudinal loyalty.