

Pengaruh brand satisfaction dan brand commitment terhadap brand loyalty dan brand repurchase intention : studi kasus konsumen Toyota di Jabodetabek = Effect of brand satisfaction and brand commitment and its impact on the automotive brand loyalty and brand repurchase intention : case study Toyota users of Jabodetabek region

Mita Karima, author

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Abstrak

Kepuasan dan komitmen terhadap suatu merek dapat mempengaruhi kesetiaan merek serta keinginan untuk membeli kembali merek tersebut. Penelitian ini bertujuan untuk melihat pengaruh dari kepuasan merek dengan anteseden nilai, kualitas dan ekuitas merek yang dirasakan serta komitmen merek dan dampaknya terhadap kesetiaan merek dan keinginan membeli kembali pada merek Toyota. Hasil survey dari 120 sampel dengan metode analisis structural equation modeling (SEM), menyatakan bahwa kepuasan dan komitmen terhadap merek secara signifikan berpengaruh positif terhadap kesetiaan merek dan keinginan membeli kembali merek khususnya pada merek Toyota. Walaupun hanya nilai dan kualitas merek yang dirasakan yang secara signifikan berpengaruh positif terhadap kepuasan merek.

Brand satisfaction and brand commitment affected the automotive brand loyalty and repurchase intention. This study focused to analyze influence of brand satisfaction, with perceived brand value, quality, and equity as antesedents of brand satisfaction and brand commitment especially Toyota users and impacted their brand loyalty and repurchase intention to the Toyota brand. Survey of 120 sample who analyzed with structural equation modeling (SEM), suggested that brand satisfaction and brand commitment on automotive affecting their brand loyalty and brand repurchase intention. But only perceived brand value and quality that directly affected the brand satisfaction, perceived brand equity didn't directly affect the brand satisfaction.