

Pengaruh identitas merek dalam pembentukan loyalitas konsumen (studi kasus konsumen pelumas sepeda motor di Jakarta) = The effect of brand identity on customer loyalty (case study of motorcycle lubricant product customer in Jakarta)

Dwi Andini, author

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Abstrak

Penelitian ini bertujuan untuk melihat pengaruh identitas merek dan identifikasi merek dalam membentuk perceived value, customer satisfaction, brand trust, dan customer loyalty. Dalam penelitian ini brand identification, perceived value, customer satisfaction, dan brand trust dihipotesiskan sebagai variabel mediasi yang mempengaruhi customer loyalty. Penelitian ini menggunakan metode non probability sampling dengan sampel sebanyak 250 responden dari pemilik kendaraan bermotor yang memilih sendiri merek pelumasnya yang berlokasi di Jakarta. Data dianalisis menggunakan structural equation modelling dengan Lisrel 8.80.

Hasil penelitian menunjukkan bahwa identitas merek berpengaruh terhadap identifikasi merek, perceived value, customer satisfaction, dan brand trust. Identifikasi merek tidak terbukti memediasi identitas merek dalam membentuk loyalitas konsumen. Sejalan dengan penelitian terlebih dahulu perceived value dan customer satisfaction merupakan faktor yang mempengaruhi brand trust yang pada akhirnya mempengaruhi customer loyalty.

.....This study intends to analyze the effect of brand identity and brand identification on perceived value, customer satisfaction, brand trust and customer loyalty. In this study, brand identification, perceived value, customer satisfaction, and brand trust are hypothesized as mediating brand identity's effect on customer loyalty. Non probability sampling method was used to select 250 respondents that were sampled from among motorcycle owners in Jakarta area who regularly purchase motorcycle engine oil. Data were analyzed using structural equation modelling with Lisrel 8.80 software.

This research indicates that brand identity affect brand identification, perceived value, customer satisfaction and brand trust. Furthermore, brand identification is not found to be mediating the relationship between brand identity and brand loyalty. In line with past research, this research also found evidence that perceived value and customer satisfaction are drivers of brand trust, which in turn affect customer loyalty.