

**Pengaruh Brand Hearsay dan Brand Evidence terhadap satisfaction dan brand attitude dalam membentuk brand loyalty : studi kasus service Brand "Air Asia" = The influence of brand hearsay and brand evidence to satisfaction and brand attitude in establishing brand loyalty : a case study brand service "Air Asia"**

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**Abstrak**

Penelitian ini bertujuan untuk mengidentifikasi peranan brand hearsay dan brand evidence terhadap satisfaction dan brand attitude dalam membentuk brand loyalty. Studi kasus yang dijadikan objek dalam penelitian ini adalah pengguna jasa penerbangan maskapai AirAsia. Hipotesis pada model penelitian diuji menggunakan metode Partial Least Square (PLS) dengan software SmartPLS. Hasil analisa dari penelitian ini menyatakan bahwa brand hearsay memiliki pengaruh yang signifikan terhadap pembentukan brand loyalty. Demikian pula dengan variabel lainnya seperti brand evidence, satisfaction dan brand attitude memiliki pengaruh terhadap pembentukan brand loyalty.

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This research aims to identify brand hearsay and brand evidence influence to satisfaction and brand attitude in shaping the brand loyalty. Case study explained in this research takes AirAsia airline users as subjects. Hypotheses used are tested using Partial Least Square method with SmartPLS program. This research finds that brand hearsay has significant effect on brand loyalty. Other variables explained before like brand evidence, satisfaction and attitude also has some correlation on brand loyalty.