

# Konsekuensi company loyalty dan program loyalty G-card terhadap future purchase intentions dan willingness to pay konsumen grand Indonesia = Consequences of company loyalty and program loyalty G-card to future purchase intentions and willingness to pay grand Indonesia's consumers

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## Abstrak

Tesis ini menganalisis mengenai bagaimana dua jenis loyalitas yang didasarkan pada emosional company loyalty dan ekonomis program loyalty G-Card dapat mempengaruhi perilaku konsumen yang dibentuk melalui future purchase intentions dan willingness to pay pada konsumen Grand Indonesia. Penelitian ini mengangkat mengenai bagaimana konsekuensi kedua jenis loyalitas tersebut terhadap perilaku konsumen dalam konteks attitudinal dan behavioral. Model dalam penelitian ini diolah dari jurnal "Consequences of Customer Loyalty to the Loyalty Program and to the Company" yang diterbitkan oleh Academy of Marketing Science tahun 2012 yang membahas mengenai loyalitas konsumen berdasarkan loyalitas secara emosional kepada retailer dan loyalitas secara ekonomis terhadap program loyalitas. Terdapat 10 hipotesis yang diuji. Berdasarkan 230 responden dengan populasi umur 17 sampai 50 tahun, peneliti menemukan bahwa variabel relationship quality yang terdiri dari commitment, trust dan satisfaction berpengaruh terhadap company loyalty, dan variabel program loyalty yang terdiri dari perceived value, social benefit dan special treatment berpengaruh terhadap program loyalty. Company loyalty memiliki pengaruh terhadap konsekuensi perilaku konsumen yang terdiri dari future purchase intention dan willingness to pay. Program loyalty memiliki pengaruh terhadap konsekuensi perilaku konsumen yang terdiri dari future purchase intentions dan willingness to pay. Program loyalty memiliki kontribusi terbesar dalam pembentukan variabel future purchase intention dan willingness to pay.

*This thesis analyzes on how the two types of emotional loyalty based on company loyalty and economical G-Card loyalty program can influence consumer behavior formed through the future purchase intentions and consumer willingness to pay at Grand Indonesia. This study raised about how the consequences of these two types of loyalty on consumer behavior in the context of attitudinal and behavioral. The model in this study is processed from the journal "Consequences of Customer Loyalty to the Loyalty Program and to the Company" published by the Academy of Marketing Science in 2012 that discussed consumer loyalty based on emotional loyalty to the retailer and economically loyalty to loyalty programs. There are 10 hypotheses were tested. Based on 230 respondents to the population aged 17 to 50 years, researchers found that relationship quality variables consisting of commitment, trust and satisfaction influence on company loyalty, and loyalty program variables consisting of perceived value, social benefits and special treatment effect on loyalty programs. Company loyalty has an influence on consumer behavior consisting consequences of future purchase intention and willingness to pay. Loyalty programs have an influence on consumer behavior consisting consequences of future purchase intentions and willingness to pay. Loyalty program has the largest contribution in the formation of future variable purchase intention and willingness to pay.*