

Analisis pengaruh brand experience brand satisfaction dan brand trust terhadap brand loyalty studi kasus blitzmegaplex grand Indonesia = Analysis influence of brand experience brand satisfaction and brand trust toward brand loyalty case study blitzmegaplex grand Indonesia

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Abstrak

Penelitian ini mengkajipengaruhbrand experience terhadap brand satisfaction, brand trust dan brand loyaltydi Blitzmegaplex Grand Indonesia. Enam hipotesis dikemukakan dan secara empiris untuk mengujinya satu set data sampel yang terdiri dari 150 responden dikumpulkan di Blitzmegaplex Grand Indonesia.

Hasil penelitian menunjukkan brand experience berpengaruh positif terhadap brand satisfaction dan brand loyalty secara signifikan. Berdasarkan temuan penelitian, implikasi managerial dibuat dan keterbatasan serta saran untuk penelitian selanjutnya. Penelitian ini memberikan kontribusi pengetahuan baru untuk literatur brand management yang sudah ada di Indonesia.

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This study examines the influence of consumer brand experience on brand satisfaction, brand trust and brand loyalty in Blitzmegaplex Grand Indonesia. Six hyphotheses are posited and in order empirically test them, a sample data set of 150 was collected from Blitzmegaplex Grand Indonesia.

The result indicate that brand experience positively influence brand satisfaction and brand loyalty in a significant way. Drawing from the study's findings, managerial implications are discussed and limitations and future research are suggested. By and large, this study immensely contributes new knowledge to the existing body of brand management literatur in Indonesia.