

Analisa pengaruh pada loyalitas merek dengan keterlibatan konsumen sebagai variable moderasi pada studi kasus keanggotaan Garuda Indonesia dalam aliansi penerbangan skyteam = Analysis of influence on brand loyalty with involvement as moderating variable for Garuda Indonesia membership into skytem alliance / Anggun Pratama

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20412754&lokasi=lokal>

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Abstrak

[This research topic is about the membership of Garuda Indonesia into SkyTeam airlines alliance This study is aimed to examine the influence of strategic airline alliance on the brand loyalty of Garuda Indonesia rsquo s passengers in Indonesia This research will indicate the relationship between strategic airline alliance brand equity brand preference and brand loyalty with a moderation effect of involvement on the relationship between strategic airline alliance and brand equity and the relationship between brand preferences and brand loyalty In particular for both low and high involvement passengers the effect of global airline alliances on brand equity and brand preference on brand loyalty will be also examined by using structural equation model and multi group method analysis Data for this research were collected from Garuda Indonesia consumers specifically those who have flown with Garuda Indonesia They were then analyzed using Structural Equation Modeling and multi group analysis method The result on total sample of this research showed that all independent variables have significant effect to all dependent variables However in multi group analysis for both low and high involved passengers brand equity did not affect brand loyalty Meanwhile in other multi group analyses all groups showed an effect on the relationship , This research topic is about the membership of Garuda Indonesia into SkyTeam airlines alliance This study is aimed to examine the influence of strategic airline alliance on the brand loyalty of Garuda Indonesia rsquo s passengers in Indonesia This research will indicate the relationship between strategic airline alliance brand equity brand preference and brand loyalty with a moderation effect of involvement on the relationship between strategic airline alliance and brand equity and the relationship between brand preferences and brand loyalty In particular for both low and high involvement passengers the effect of global airline alliances on brand equity and brand preference on brand loyalty will be also examined by using structural equation model and multi group method analysis Data for this research were collected from Garuda Indonesia consumers specifically those who have flown with Garuda Indonesia They were then analyzed using Structural Equation Modeling and multi group analysis method The result on total sample of this research showed that all independent variables have significant effect to all dependent variables However in multi group analysis for both low and high involved passengers brand equity did not affect brand loyalty Meanwhile in other multi group analyses all groups showed an effect on the relationship ]