

Pengaruh perceived quality dan brand trust terhadap brand loyalty: studi kasus rebranding Indosat menjadi Indosat ooredoo = The influence of perceived quality and brand trust towards brand loyalty: a case study of Indosat rebranding to Indosat ooredoo

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh faktor-faktor dari perceived quality dan brand trust terhadap suatu merek dan pengaruhnya terhadap perceived quality, brand trust dan brand loyalty. Penelitian ini dilakukan terhadap 160 responden yang didapat melalui teknik purposive sampling. Metode pengolahan data yang digunakan dalam penelitian ini adalah uji beda dan Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa tidak terdapat perbedaan dalam penilaian perceived quality, brand trust dan brand loyalty dari merek Indosat dan Indosat Ooredoo. Selain itu, knowledge of the brand substitution, degree of acceptance of the brand change, perceived similarity between the old and new brand dan attachment to initial brand berpengaruh positif terhadap perceived quality. Meskipun demikian, hanya variabel degree of acceptance of the brand change dan attachment to initial brand yang berpengaruh positif terhadap brand trust. Sementara variabel knowledge of the brand substitution dan perceived similarity between the old and new brand memiliki pengaruh negatif terhadap brand trust. Selain itu, perceived quality terbukti memiliki pengaruh positif terhadap brand trust, namun berpengaruh negatif terhadap brand loyalty. Hasil penelitian juga menunjukkan bahwa brand trust berpengaruh positif terhadap brand loyalty.

.....This study aims to analyze the influence of perceived quality and brand trust factors towards perceived quality, brand trust and brand loyalty of a brand. Respondents of this research are chosen through purposive sampling, with total 160 respondents. Compare Means and Structural Equation Modelling (SEM) are used to process the data. The result of this research shows that there are no difference between the measurement of perceived quality, brand trust and brand loyalty between Indosat and Indosat Ooerdoo. Knowledge of the brand substitution, degree of acceptance of the brand change, perceived similarity between the old and new brand and attachment to initial brand have positive effect towards perceived quality. Meanwhile, only degree of acceptance of the brand change and attachment to initial brand have positive effect towards brand trust. While knowledge of the brand substitution and perceived similarity have negative effect towards brand trust. Furthermore, perceived quality have positive effect on brand trust, but negative towards brand loyalty. Other than that, brand trust also positively effect brand loyalty.