

Peranan merek kendaraan bermotor terhadap loyalitas dan repurchase intention pada industri otomotif = The role of the vehicle brand loyalty and repurchase intention in the automotive industry in indonesia

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Abstrak

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi loyalitas dan repurchase intention pada industri otomotif di Indonesia khususnya bagi kendaraan bermotor vehicle passenger . Data pada penelitian ini didapat dari penyebaran kuisisioner kepada konsumen industri otomotif yang telah menggunakan kendaraan bermotor selama 36 tiga puluh enam bulan terakhir . Data ini diolah dengan menggunakan metode Structural Equation Modelling SEM dan Uji korelasi . Hasil penelitian ini menunjukkan bahwa perceived value, perceived equity, perceived value mempunyai hubungan yang positif terhadap brand satisfaction dan brand trust. Lalu, brand satisfaction dan brand trust memiliki korelasi diantara keduanya. Brand satisfaction memiliki pengaruh yang positif terhadap affective commitment namun tidak memiliki pengaruh yang positif terhadap continuance commitment. Sementara itu, brand trust memiliki pengaruh yang positif terhadap affective commitment dan continuance commitment. Lalu affective commitment memiliki pengaruh yang positif terhadap brand loyalty dan repurchase intention, begitu juga continuance commitment memiliki pengaruh yang positif terhadap brand loyalty dan repurchase intention.

This study aims to analyze the antecedents of loyalty and repurchase intention in Indonesia automotive industry, especially for passenger vehicle. The data for this research were collected from automotive consumer in Indonesia, specifically those who already have that vehicle for 36 months. They were analyzed using Structural Equation Modeling SEM method and correlation method. These results indicate that the perceived value, perceived equity, perceivedvalue has a positive relationship to the brand satisfaction and brand trust. Then, brand satisfaction and brand trust has a correlation between the two. Brand satisfaction has a positive influence on affective commitment but does not have a positive influence on continuance commitment. Meanwhile, brand trust has a positive influence on affective commitment and continuance commitment. Then affective commitment has a positive influence on brand loyalty and repurchase intention, as well as continuance commitment has a positive influence on brand loyalty and repurchase intention.