

Analisis brand experience terhadap brand loyalty melalui mediasi brand relationship quality: studi kasus pada pengguna mobil Nissan Jabodetabek = An analysis effects of brand experience on brand loyalty through mediation effect of brand relationship quality: case study user Nissan Jabodetabek

Tambunan, Wasridewi, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20444681&lokasi=lokal>

Abstrak

Persaingan dipasar yang sangat ketat, membuat pemasar tidak lagi terpaku memberikan statement kualitas yang terbaik. Untuk dapat tetap mempertahankan posisi dipasar, pemasar harus mampu memberikan sebuah pengalaman yang mampu menarik konsumennya. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh brand experience terhadap brand loyalty, dan ingin mengetahui apakah brand relationship memediasi secara penuh antara brand experience dan brand loyalty. Penelitian ini menggunakan metode Partial Least Square dengan variable yang digunakan dalam penelitian ini adalah brand experience, brand relationship quality dan brand loyalty. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh signifikan brand experience terhadap relationship quality serta relationship quality terhadap brand loyalty. Temuan lain adalah terdapat pengaruh signifikan brand experience terhadap brand loyalty. Terdapat mediasi partial dimana brand experience mampu mempengaruhi brand loyalty tanpa melalui brand relationship quality.

.....Intense competition in the market making marketers no longer stick to provide the best quality. In order to maintain position in the market, marketers must be able to provide an experience that capable to attract the customer. The purpose of this study was to determine the effect of brand experience towards brand loyalty, and also want to find out if brand relationship quality fully mediate or partial mediate between brand experience and brand loyalty. This study uses Partial Least Square method with brand experience, brand relationship quality and brand loyalty as variables and construct. result from this study showed that there are significant effect from brand experience towards relationship quality, and also brand relationship quality towards brand loyalty. Another finding is, there is significant effects of brand experience towards brand loyalty. There is a partial mediation where the brand experience can influence brand loyalty without going through the brand relationship quality.