

Peran kepuasan konsumen dan disconfirmation dalam hubungan antara brand affect dan brand loyalty pada konsumen lansia = The role of older customers satisfaction and disconfirmation in the relationship between brand affect and brand loyalty

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Abstrak

ABSTRAK

Dalam ilmu perilaku konsumen, hal-hal yang dapat meningkatkan brand loyalty adalah brand affect, kepuasan konsumen, dan disconfirmation. Penelitian ini bertujuan untuk mengetahui apakah konsumen lanjut usia di Indonesia lebih menggunakan afeksi atau kognisinya dalam meningkatkan brand loyalty apabila kepuasan mereka juga turut diperhatikan. Responden penelitian ini adalah lansia Indonesia N= 344 yang mengisi self-report kuesioner. Hasil penelitian menunjukkan bahwa kepuasan konsumen merupakan mediator dalam hubungan brand affect terhadap brand loyalty. Namun demikian, disconfirmation tidak terbukti memengaruhi atau meningkatkan kesetiaan konsumen lansia. Dapat disimpulkan bahwa faktor afeksi pada konsumen lansia lebih berperan daripada faktor kognisi dalam mempengaruhi kesetiaan mereka menggunakan produk. Oleh karena itu, pemasar perlu mendesain produk yang tepat untuk memenuhi kebutuhan konsumen lansia sehingga mereka puas dan setia dalam menggunakan produk.

ABSTRACT

In consumer behaviour science, it is argued that brand affect, consumer satisfaction, and disconfirmation influence brand loyalty. This study aims to investigate whether brand affect predict brand loyalty in older adult consumers if the relationship is mediated by consumer satisfaction and moderated by disconfirmation. Therefore, we would like to know if older adult consumers are likely to use their affect or their cognitive to be loyal to a brand if their satisfaction is also measured. There were 344 older adult consumers participated in this study by filling in self report questionnaires. The results showed that consumer satisfaction increased the relationship between brand affect and brand loyalty on older adult consumers. However, disconfirmation did not influence that relationship. It can be concluded that older adult consumers were more likely to use their affection than their cognition to be loyal to a brand. Therefor, marketers should design better produk that suit with older consumers so they can satisfy and loyal to the product.