

Pengaruh brand evaluation, satisfaction, brand trust terhadap brand loyalty dengan brand relationship sebagai variabel mediasi pada konsumen milenial smartphone Jabodetabek = Brand evaluation satisfaction brand trust as predictor of brand loyalty with brand relationship as mediator on millenials smartphone consumers on Jabodetabek

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Abstrak

Skripsi ini bertujuan untuk melihat apakah ada pengaruh dari brand evaluation, satisfaction dan trust terhadap brand loyalty serta brand relationship sebagai variabel mediasi pada penjualan smartphone di Jabodetabek. Menggunakan data survei terhadap 150 responden yang tersebar di Jabodetabek. Peneliti menemukan bahwa brand relationship yang menjadi variabel mediasi memiliki pengaruh yang signifikan terhadap brand loyalty sebagai variabel dependen. Selain itu dari penelitian ini juga didapat hasil bahwa brand evaluation dan brand satisfaction berpengaruh terhadap brand relationship. Dari penelitian ini didapat kesimpulan bahwa brand evaluation dan satisfaction berpengaruh terhadap brand relationship, kemudian didapat juga hasil bahwa brand relationship berpengaruh terhadap brand loyalty.

This thesis aims to see whether there is an effect of brand evaluation, satisfaction and trust on brand loyalty and brand relationship as a mediating variable in smartphone sales in Jabodetabek. Using survey data of 150 respondents spread across Jabodetabek. Researchers found that brand relationship as a mediating variable has a significant effect on brand loyalty as the dependent variable. Apart from that, this research also shows that brand evaluation and brand satisfaction have an effect on brand relationships. From this study it was found that brand evaluation and satisfaction have an effect on brand relationship, then it was also found that brand relationship has an effect on brand loyalty.