

Pengaruh brand experience, brand satisfaction dan brand trust terhadap brand loyalty pada Natasha Skin Clinic cabang Depok = The influence of brand experience, brand satisfaction and brand trust toward brand loyalty on Natasha Skin Clinic cabang Depok

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Abstrak

Penelitian ini meneliti pengaruh brand experience, brand satisfaction, brand trust terhadap brand loyalty pada Natasha Skin Clinic Cabang Depok. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner ke 100 responden dengan teknik pengambilan sampel non-probability sampling. Hasil penelitian menunjukkan bahwa brand experience berpengaruh positif terhadap brand satisfaction, brand experience berpengaruh positif terhadap brand trust, brand satisfaction berpengaruh positif terhadap brand loyalty, brand trust berpengaruh positif terhadap brand loyalty dan brand experience berpengaruh positif terhadap brand loyalty.

.....This study examines the effect of brand experience, brand satisfaction, brand trust on brand loyalty at the Depok Natasha Skin Clinic Branch. This study uses a quantitative approach by distributing questionnaires to 100 respondents with a non-probability sampling technique. The results showed that brand experience has a positive effect on brand satisfaction, brand experience has a positive effect on brand trust, brand satisfaction has a positive effect on brand loyalty, brand trust has a positive effect on brand loyalty and brand experience has a positive effect on brand loyalty.