

Pengaruh brand value, brand satisfaction, brand reliability, dan brand intentions terhadap brand loyalty generasi Y sebagai pemilik ponsel pintar di Indonesia = The influence of brand value, brand satisfaction, brand reliability, and brand intentions on brand loyalty of Generation Y as the owner of smart phones in Indonesia

Finta Masudah Azani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20482380&lokasi=lokal>

Abstrak

Penelitian ini membahas mengenai pengaruh brand value terhadap brand loyalty Generasi Y (24-38 tahun) yang dikenal sebagai generasi dengan perilaku brand switching yang tinggi dengan melibatkan variabel brand satisfaction, brand reliability, dan brand intentions. Objek yang digunakan dalam penelitian ini adalah ponsel pintar dan untuk membatasi banyaknya brand ponsel pintar Peneliti menetapkan lima besar produsen ponsel pintar di Indonesia sebagai perwakilan.

Penelitian ini adalah penelitian kuantitatif dengan desain konklusif, deskriptif, dan single-cross sectional. Metode pengolahan data dalam penelitian ini adalah Partial Least Square-Structural Equation Modeling (PLS-SEM) dengan alasan utama data tidak terdistribusi normal dan terdapat konstruk formatif pada model penelitian.

Hasil penelitian ini menunjukkan bahwa brand value tidak memiliki pengaruh positif terhadap brand loyalty baik secara langsung maupun melalui brand satisfaction dan brand reliability. Akan tetapi, brand value memiliki pengaruh positif terhadap brand loyalty dengan melalui brand intentions. Penelitian ini memberikan saran kepada produsen ponsel pintar di Indonesia untuk fokus dalam meningkatkan brand value dan brand intentions perusahaan.

This research discusses the effect of brand value on brand loyalty of Generation Y (24-38 years old) who is known as the generation with high brand switching behavior by involving brand satisfaction, brand reliability, and brand intentions. The Object used in this research is smartphone and in order to limit the enormous number of smartphone brands The Researcher set the big five smartphone producers in Indonesia as the representatives.

This research is a quantitative research with conclusive, descriptive, and single-cross sectional design. The processing data method in this research is Partial Least Square-Structural Equation Modeling (PLS-SEM) with undistributed normally data and a formative construct in research model as the main reasons.

The results of this study shows that brand value does not have positive effect on brand loyalty both directly and through brand satisfaction and brand reliability. However, brand value have positive effect on brand loyalty through brand intentions. This research suggests smartphone producers in Indonesia to focus on enhancing brand value and brand intentions of the company.