

Analisis pengaruh Customers' Involvement terhadap Brand Loyalty pada Service Brands; studi kasus Kedai Kopi Lokal di Bandung =  
Analysis of influence of customers' involvement toward brand loyalty in service brands; study case local coffee shop in Bandung

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh keterlibatan pelanggan terhadap loyalitas merek pada kedai kopi lokal di Bandung. Bertambahnya jumlah kedai kopi lokal di Bandung menandakan meningkatnya persaingan di industri kopi, sehingga pengelola harus membuat strategi untuk meningkatkan loyalitas pelanggan yang menjadi kunci keberlangsungan usahanya. Penelitian ini dilakukan terhadap 214 responden yang diperoleh melalui metode random sampling dengan menggunakan metode analisis data Structural Equation Modeling. Hasilnya, ditemukan bahwa tingkat keterlibatan dan kepuasan konsumen terhadap merek berpengaruh positif terhadap loyalitas merek.

..... This study aims to examine the effect of customer involvement on brand loyalty at a local coffee shop in Bandung. The increase in the number of local coffee shops in Bandung indicates increasing competition in the coffee industry, so managers must make strategies to increase customer loyalty which is the key to the continuity of their business. This research was conducted on 214 respondents who were obtained through random sampling method using data analysis method Structural Equation Modeling. The result, it was found that the level of consumer involvement and satisfaction with brands has a positive effect on brand loyalty.