

Pengaruh Perceived Brand Value terhadap Brand Loyalty pada Sustainable Brand dan Conventional Brand = The Influence of Perceived Brand Value on Brand Loyalty for Sustainable and Conventional Brand.

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Abstrak

ABSTRAK

Penelitian ini ingin melihat pengaruh perceived brand value terhadap brand loyalty yang dimediasi oleh brand trust dan brand affect pada dua kategori brand yaitu sustainable brand dan conventional brand pada produk kosmetik dan skin care. Penelitian ini juga menggunakan sustainability knowledge dan fashion consciousness sebagai variabel moderasi. Penelitian ini dilakukan dengan menyebarkan kuesioner dan memperoleh sebanyak 232 responden. Hasil penelitian menunjukkan bahwa perceived brand value berpengaruh terhadap brand trust dan brand affect pada kedua kategori brand. Brand trust dan brand affect berpengaruh terhadap brand loyalty pada kedua kategori brand. Moderasi sustainability knowledge tidak memperkuat pengaruh positif perceived brand value terhadap brand trust dan brand affect pada sustainable brand. Moderasi fashion consciousness juga tidak memperkuat pengaruh positif perceived brand value terhadap brand trust dan brand affect pada conventional brand.

ABSTRACT

This study discusses the influence of perceived brand value on brand loyalty mediated by brand trust and brand affect on two brand categories which are sustainable brand and conventional brand. This study also discusses the moderating effect of sustainability knowledge and fashion consciousness on the relationship between perceived brand value on brand trust and brand affect. The data was collected through online questionnaire with the sample of 232 respondents. The result shows that there is a positive influence of perceived brand value on brand trust and brand affect on both brand categories. Brand trust and brand affect have positive influence on brand loyalty on both brand categories. Sustainability knowledge as a moderating variable does not enhance the relationship between perceived brand value on brand trust and brand affect for sustainable brand category. Fashion consciousness as a moderating variable also does not enhance the relationship between perceived brand value on brand trust and brand affect for conventional brand category.