

Pengaruh Brand Experience, Brand Personality, Brand Prestige terhadap Brand Loyalty melalui Brand Trust dan Customer Satisfaction (Studi pada Pengguna Sepeda Motor Honda CBR150R di Jakarta) = The Effect of Brand Experience, Brand Personality, Brand Prestige on Brand Loyalty through Brand Trust and Customer Satisfaction (Studies on Honda CBR150R Motorcycle Users in Jakarta)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh brand experience dan brand personality terhadap brand loyalty melalui brand prestige, brand trust, dan customer satisfaction dari produk sepeda motor Honda CBR150R. Penelitian ini menggunakan pendekatan kuantitatif metode survei pada pengguna sepeda motor Honda CBR150R di Jakarta. Sampel dalam penelitian ini berjumlah 100. Penelitian melakukan uji validitas dengan analisis faktor dan reliabilitas dengan Cronbach's Alpha. Structural Equation Modelling (SEM) digunakan dalam pengujian hipotesis. Hasil penelitian menunjukkan bahwa brand experience memiliki pengaruh langsung terhadap brand prestige dan brand loyalty; brand personality memiliki pengaruh langsung ke brand prestige dan brand trust; brand trust memiliki pengaruh langsung dan tidak langsung ke brand loyalty. Sementara, brand prestige terbukti tidak memiliki pengaruh tidak langsung terhadap brand loyalty.

.....This study aims to analyse the effect of brand experience and brand personality on brand loyalty through brand prestige, brand trust, and customer satisfaction from Honda CBR150R. This study uses a quantitative approach to survey the methods for Honda CBR150R motorcycle users in Jakarta. This study uses 100 respondents as a sample to collect data through questionnaire. The study employs validity measurement using factor analysis and reliability measurement using Cronbach's Alpha. Structural Equation Modelling (SEM) is used in hypothesis testing. The findings present that brand experience has a direct effect on brand prestige and brand loyalty; brand personality has a direct effect on brand prestige and brand trust; brand trust has a direct effect and an indirect effect on brand loyalty. In addition, brand prestige is revealed has no indirect effect on brand loyalty.