

# Analisis Pengaruh Brand Experience Terhadap Brand Attachment Serta Peran Brand Trust, Penghasilan & Umur Sebagai Variabel Mediasi (Pada Pelanggan Restoran Sederhana di Jakarta) = Brand Experience Effects on Brand Attachment: The Role of Brand Trust, Age, And Income as Mediating Variable (On Restoran Sederhana Jakarta Customer)

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## Abstrak

Untuk bersaing dengan para kompetitor sebuah bisnis harus dapat membuat ikatan dengan para pelanggannya, ikatan antara merek dengan pelanggannya ini dinamakan brand attachment. Brand attachment dapat terbentuk melalui beberapa faktor seperti brand experience dan brand trust. Penelitian ini mempunyai tujuan untuk menjelaskan bagaimana brand attachment terhubung dengan brand experience. Selain itu juga untuk mengetahui bagaimana peran mediasi brand trust, penghasilan dan umur. Penelitian ini dilakukan terhadap masyarakat DKI Jakarta yang merupakan pelanggan Restoran Sederhana. Dengan menganalisis 113 responden melalui kuesioner online. Data dianalisis menggunakan regresi linier sederhana dan regresi linier berganda. Hasil penelitian menunjukkan adanya pengaruh positif antara brand experience dengan brand attachment pada pelanggan Restoran Sederhana di DKI Jakarta, dan tidak ada efek mediasi dari penghasilan terhadap hubungan brand trust dengan brand attachment, dan tidak ada juga efek mediasi umur terhadap hubungan brand experience dengan brand attachment pada pelanggan Restoran Sederhana di DKI Jakarta. Brand trust terbukti memediasi hubungan brand experience dengan brand attachment, dan penghasilan yang lebih rendah terbukti memediasi hubungan brand experience terhadap brand trust pada pelanggan Restoran Sederhana di DKI Jakarta.

..... To compete with its competitors, a business must be able to make bonds with its customers, this bond between brands and customers is called brand attachment. Brand attachment can be formed through several factors such as brand experience and brand trust. This study aims to explain how brand attachment relates to brand experience. In addition, to find out how the mediating role of brand trust, income, and age. This research was conducted on the people of DKI Jakarta who are customers of Restoran Sederhana. By analyzing 113 respondents through an online questionnaire. Data were analyzed using simple linear regression and multiple linear regression through SPSS 25. The results showed that there was a positive influence between brand experience and brand attachment on Restoran Sederhana customers in DKI Jakarta, and there was no mediating effect of income on the relationship between brand trust and brand attachment, and there was also no mediating effect of age on the relationship between brand experience and brand attachment. Simple Restaurant customers in DKI Jakarta. Brand trust has been proven to mediate the relationship between brand experience and brand attachment, and lower income has been proven to mediate the relationship between brand experience and brand trust for Restoran Sederhana customers in DKI Jakarta.