

Pengaruh Brand Attribute dan Brand Image terhadap Kepuasan Pelanggan Mal Grand Indonesia = The Influence of Brand Attributes and Brand Image on Customers Satisfaction of Grand Indonesia Mall

Indiara Karina Nerissaputri, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20525990&lokasi=lokal>

Abstrak

Di tengah persaingan bisnis yang semakin ketat antarsesama mal atau dengan, para pelaku usaha sektor mal dituntut untuk dapat terus berpikir kreatif dan berinovasi, salah satunya dengan memperhatikan atribut mal dan juga citra dari mal (corporate image) sebagai sebuah merek serta pengaruhnya terhadap kepuasan pelanggan. Terdapat empat butir tujuan penelitian ini, yaitu untuk mengetahui pengaruh brand attribute terhadap brand image, pengaruh brand attribute terhadap kepuasan pelanggan, pengaruh brand image terhadap kepuasan pelanggan, dan pengaruh brand attribute terhadap kepuasan pelanggan melalui brand image Mal Grand Indonesia. Survei dilakukan terhadap 100 orang responden, lalu data diolah menggunakan analisis jalur (path analysis). Penelitian ini menemukan terdapat pengaruh signifikan dari brand attribute terhadap brand image, antara brand attribute terhadap kepuasan pelanggan, antara brand image terhadap kepuasan pelanggan, serta antara brand attribute terhadap kepuasan pelanggan melalui brand image mal. Dengan demikian, brand attribute dan brand image (corporate brand) secara terpisah dan secara bersamaan memiliki pengaruh signifikan terhadap kepuasan pelanggan yang mengunjungi mal. Saran akademis dari hasil penelitian ini, yaitu penelitian lebih lanjut mengenai faktor lain yang mempengaruhi kepuasan pelanggan, serta replikasi penelitian terhadap subjek atau brand yang berbeda. Sementara saran praktis, pelaku industri diharapkan dapat mempertahankan dan meningkatkan corporate brand image agar tercipta kepercayaan dan loyalitas dari pelanggan.

.....In the midst of increasingly fierce business competition between malls or with e-commerce, mall sector business doers are required to be able to continually think creatively and always innovate, one of which is by paying attention to the attributes as well as the image of the mall (corporate image) as a brand and its influence on customer satisfaction. There are four objectives in this study, namely to determine the influence of brand attributes on brand image, influence of brand attributes on customer satisfaction, influence of brand image on customer satisfaction, and the influence of brand attributes on customer satisfaction through the brand image of Grand Indonesia Mall. The survey was conducted on 100 respondents, then the data was processed using path analysis. This study found that there was a significant influence between brand attributes on brand image, between brand attributes on customer satisfaction, between brand image on customer satisfaction, and between brand attributes on customer satisfaction through the brand image of the mall. Thus, brand attribute and brand image (corporate image) partially and simultaneously have a significant influence on the satisfaction of customers who visit the mall. Based on the results of this study, academic suggestions are further research on other factors that may affect customer satisfaction, as well as research replication on different subjects or brands. As for the practical suggestions, the industry doers are expected to always maintain and improve corporate brand image in order to create trust and loyalty from customers.