

Studi Pengaruh Antecedent Commitment, Monetary Price, Behavioral Price, Brand Affect dan Brand Trust terhadap Loyalitas dengan adanya moderating Uncertainty Avoidance : Penelitian pada Industri Penerbangan Komersial di Indonesia = Study of the effect of Antecedent Commitment, Monetary Price, Behavioral Price, Brand Affect and Brand Trust on Loyalty with Moderating Effect Uncertainty Avoidance: Research on Commercial Aviation Industry in Indonesia

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Abstrak

Penelitian ini membahas mengenai pengaruh antecedent commitment, yang terdiri dari informational complexity, position involvement dan volitional choice, perceived value, yang terdiri dari monetary price dan behavioral price, serta brand affect dan brand trust terhadap attitudinal loyalty dan behavioral loyalty dengan adanya moderating effect uncertainty avoidance. Tujuan penelitian ini adalah ingin menguji faktor-faktor yang mempengaruhi loyalitas pelanggan.

Hasil penelitian mendukung bahwa tiga antecedent commitment sebagai pembentuk loyalitas, akan tetapi tidak mendukung pengaruh informational complexity terhadap attitudinal loyalty dan behavioral loyalty serta volitional choice terhadap attitudinal loyalty dan behavioral loyalty. Seperti yang dihipotesiskan bahwa brand affect dan brand trust berkontribusi untuk memprediksi loyalitas baik attitudinal loyalty maupun behavioral loyalty. Akan tetapi dari data dalam penelitian ini variabel moderasi uncertainty avoidance hanya memoderasi pengaruh brand trust terhadap loyalitas, sedangkan data tidak mendukung pengaruh brand affect terhadap loyalitas dengan dimoderasi oleh uncertainty avoidance

.....This study examines the effect of antecedent commitment, that proxy into variables of informational complexity, position involvement and volitional choice, the effect of perceived value, that proxy into variables of monetary price and behavioral price, and the effect of brand affect and brand trust on loyalty with moderating effect of uncertainty avoidance. The purpose of this study is to describe and analyze factors as forming loyalty.

The empirical findings supported the three antecedents of commitment as the determinants of loyalty. But no support was found for the hypothesized relationships between informational complexity and attitudinal loyalty and behavioral loyalty, and also no support for relationships between volitional choice and attitudinal loyalty and behavioral loyalty. As hypothesized, monetary price, behavioral price, brand affect and brand trust contributes to predicting both attitudinal and behavioral loyalty. Contrary to expectations, no support was found for moderating effect of uncertainty avoidance on the effect of brand affect and loyalty construct; while there is effect of uncertainty avoidance on the effect of brand trust and loyalty construct.