

Analisis Perbedaan Faktor – Faktor Brand Loyalty yang Mempengaruhi Konsumen Brand Switchers dan Hardcore Loyal Produk Sepatu Olahraga di Indonesia = Analysis of Differences Factors of Brand Loyalty that Affect Brand Switchers and Hardcore Loyal Consumers of Sport Shoes Products in Indonesia

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Abstrak

Skripsi ini membahas tentang pengaruh berbagai macam faktor brand loyalty yang terdiri dari brand name, store environment, service quality, product quality, promotion, dan style, terhadap brand loyalty konsumen sepatu olahraga di Indonesia, dan juga bagaimana pengaruh tersebut bagi kategori konsumen brand switchers dan hardcore loyal. Penelitian ini bersifat kuantitatif. Hasil penelitian menyimpulkan bahwa adanya pengaruh dari brand name, store environment, product quality, dan promotion, dimana faktor brand name dan promotion memiliki pengaruh tertinggi dibandingkan faktor lainnya.

.....This study discusses the influence of various brand loyalty factors consisting of brand name, store environment, service quality, product quality, promotion, and style, to the brand loyalty of sports shoes consumers in Indonesia, and also for brand switchers and hardcore loyal consumer category. This research is quantitative. The results concluded that brand name, store environment, product quality, and promotion have influence on consumer's brand loyalty, where brand name and promotion have the highest influence than other factors.