

Pengaruh Brand Experience terhadap Brand Loyalty melalui Customer Satisfaction pada Restoran Ayam Geprek Benu di Kota Depok = The Influence of Brand Experience on Brand Loyalty through Customer Satisfaction at Geprek Benu Chicken Restaurant in Depok City

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Abstrak

Semakin banyak varian masakan Ayam Goreng di Kota Depok, salah satunya Ayam Geprek Benu. Yang merupakan kegemaran penduduk Kota Depok. Oleh karena itu, peneliti ingin meneliti Ayam Geprek Benu dengan judul "Pengaruh Brand Experience terhadap Brand Loyalty melalui Customer Satisfaction Pada Restoran Ayam Geprek Benu di Kota Depok" yang bertujuan untuk mengetahui pengaruh brand experience terhadap brand loyalty melalui customer satisfaction pada Ayam Geprek Benu di Kota Depok. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel berjumlah 100 responden yang diambil dengan menggunakan accidental sampling. Hasil penelitian ini menunjukkan bahwa brand experience memiliki pengaruh positif dan signifikan terhadap brand loyalty melalui mediator yaitu customer satisfaction. Selain itu, terdapat dimensi yang paling kuat yaitu intellectual experience dari variabel brand experience yang mempengaruhi customer satisfaction

.....More and more variants of Fried Chicken Cook in the city of Depok, one of which is Benu Geprek Chicken. Which is the hobby of Depok City residents. Therefore, researchers want to examine the Benu Geprek Chicken with the title "The Effect of Brand Experience on Brand Loyalty through Customer Satisfaction in the Geprek Benu Chicken Restaurant in Depok City" which aims to determine the effect of brand experience on brand loyalty through customer satisfaction in Chicken Geprek Benu in the City Depok. This study uses a quantitative approach with a sample of 100 respondents taken using accidental sampling. The results of this study indicate that brand experience has a positive and significant influence on brand loyalty through mediators, namely customer satisfaction. In addition, there is the strongest dimension that is the intellectual experience of the brand experience variable that affects customer satisfaction.