

Pengaruh Brand Experience terhadap Service Quality, Brand Satisfaction, Brand Trust, dan Brand Loyalty pada Pengguna Telkomsel di Kota Depok = The Influence of Brand Experience on Service Quality, Brand Satisfaction, Brand Trust, and Brand Loyalty among Telkomsel Users in Depok City

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Abstrak

Penelitian ini bertujuan menganalisis bagaimana pengaruh Brand Experience terhubung dengan Brand Loyalty melalui peran dari Service Quality, Brand Satisfaction, dan Brand Trust pada pengguna Telkomsel di Kota Depok. Di tengah persaingan industri telekomunikasi yang ketat, kemampuan membangun brand experience yang superior menjadi krusial untuk mempertahankan loyalitas pelanggan. Kinerja variabel-variabel penelitian ini diukur berdasarkan persepsi dan respons konsumen yang dikumpulkan melalui kuesioner. Peneliti menggunakan teknik purposive sampling untuk mengumpulkan data dari sampel sebanyak 107 responden pengguna Telkomsel di Kota Depok yang memenuhi kriteria. Model yang digunakan adalah analisis kuantitatif dengan pendekatan Partial Least Square - Structural Equation Modelling (PLS-SEM) untuk menguji sembilan hipotesis hubungan antar variabel dalam model penelitian. penelitian ini menemukan bahwa pengaruh Brand Experience terhadap Brand Loyalty bersifat tidak langsung. Hasil analisis menunjukkan bahwa Brand Experience secara positif dan signifikan memengaruhi Service Quality dan Brand Trust. Selanjutnya, Service Quality membangun Brand Trust, yang kemudian meningkatkan Brand Satisfaction, di mana kepuasan ini menjadi prediktor terkuat bagi Brand Loyalty. Temuan penting lainnya adalah tidak ditemukannya pengaruh langsung yang signifikan dari Brand Trust terhadap Brand Loyalty, serta dari Brand Experience terhadap Brand Satisfaction dan Brand Loyalty, yang mengonfirmasi bahwa loyalitas dibangun secara bertahap melalui serangkaian hubungan tersebut.

.....This research aims to analyze how Brand Experience is connected to Brand Loyalty through the roles of Service Quality, Brand Satisfaction, and Brand Trust among Telkomsel users in the city of Depok. Amidst the tight competition in the telecommunications industry, the ability to build a superior brand experience becomes crucial for maintaining customer loyalty. The performance of these research variables was measured based on consumer perceptions and responses collected through questionnaires. The researcher used a purposive sampling technique to gather data from a sample of 107 respondents who are Telkomsel users in Depok and meet the criteria. The model employed is a quantitative analysis with a Partial Least Square - Structural Equation Modeling (PLS-SEM) approach to test nine hypotheses regarding the relationships between variables in the research model. This study found that the influence of Brand Experience on Brand Loyalty is indirect. The analysis results indicate that Brand Experience positively and significantly affects Service Quality and Brand Trust. Subsequently, Service Quality builds Brand Trust, which in turn enhances Brand Satisfaction, where this satisfaction becomes the strongest predictor of Brand Loyalty. Other important findings are the absence of a significant direct influence from Brand Trust on Brand Loyalty, as well as from Brand Experience on Brand Satisfaction and Brand Loyalty, which confirms that loyalty is built gradually through this series of relationships.