

Pengaruh personal brand credibility terhadap customer loyalty yang dimoderasi oleh religious orientation = The influence of personal brand credibility to customer loyalty which is moderated by religious orientation

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Abstrak

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Tesis ini menganalisis mengenai bagaimana trustworthiness dan perceived quality dari pendengar atau jamaah Aa Gym, setelah kebangkitan Aa Gym dari kasus yang dihadapinya pada tahun 2006, terhadap personal brand credibility dari Aa Gym. Begitu juga dengan pengaruh dari personal brand credibility Aa Gym terhadap customer loyalty dari para pendengar jamaahnya, serta peran dari religious orientation. Model dalam penelitian ini direplikasi dari jurnal "Brand Credibility, Customer Loyalty, and The Role of Religious Orientation" yang diterbitkan Emerald Group Publishing tahun 2012. Terdapat 9 hipotesis yang diuji. Berdasarkan 200 responden dengan populasi usia minimal 18 tahun, peneliti menemukan bahwa trustworthiness berpengaruh positif terhadap personal brand credibility dan customer loyalty, begitu juga dengan personal brand credibility terhadap customer loyalty. Di sisi lain perceived quality tidak memiliki pengaruh positif baik terhadap personal brand credibility maupun customer loyalty. Religious orientation juga berperan terhadap hubungan trustworthiness-personal brand credibility dan personal brand credibility-customer loyalty, namun tidak memiliki peran positif terhadap hubungan perceived quality-personal brand credibility.

ABSTRACT

This thesis studied on how trustworthiness and perceived quality the audience of Aa Gym, after his resurrection from his downturn in 2006, to the personal brand credibility of Aa Gym. As well as the influence of Aa Gym's personal brand credibility to the customer loyalty from his audience, then the role of religious orientation. Models in this study is replicated from the journal "Personal brand credibility, Customer Loyalty, and The Role of Religious Orientation" which published by Emerald Group Publishing in 2012. There are 9 hypotheses were tested. Based on 200 respondents with a population of at least 18 years of age, the researchers found that the trustworthiness of a positive effect on personal brand credibility and customer loyalty, as well as the personal brand credibility on customer loyalty. On the other hand perceived quality does not have a positive impact either to personal brand credibility or customer loyalty. Religious orientation also has positive impacts to the relationship of trustworthiness-personal brand credibility and personal brand credibility-customer loyalty . But it doesn't have a positive impact to the relationship of perceived quality-personal brand credibility.