

Analisis pengaruh brand experiences satisfaction dan brand trust terhadap loyalty: studi kasus Coffee Toffee = The effect of brand experiences satisfaction and brand trust toward loyalty: case study Coffee Toffee

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Abstrak

[Saat ini persaingan bisnis kuliner di Indonesia semakin ketat, hal ini ditandai dengan semakin banyaknya perusahaan-perusahaan yang bergerak dalam bidang kuliner masuk ke pasar untuk saling berkompetisi. Coffee Toffee merupakan bisnis kuliner yang menonjolkan produk kopi. Dalam majalah Franchise (2013) disebutkan bahwa Coffee Toffee merupakan salah satu brand yang memegang gelar The Best Franchise To Invest dan Top of Mind Local Coffee Franchise. Melihat adanya fenomena tersebut peneliti bertujuan untuk menganalisa pengaruh dari Brand Experience, Satisfaction dan Brand Trust terhadap Brand Loyalty pada Coffee Toffee ini. Sampel pada penelitian ini adalah konsumen Coffee Toffee sebanyak 216 responden. Data diolah dengan menggunakan metode Structural Equation Modelling. Hasil penelitian menunjukkan bahwa Brand Experience memiliki pengaruh signifikan terhadap Satisfaction. Satisfaction juga memiliki pengaruh signifikan terhadap repurchase intention dan WoM yang merupakan sub dimensi dari loyalty. Disisi lain variabel Brand experience juga memiliki pengaruh signifikan terhadap Brand Trust. Namun Brand Trust tidak memiliki pengaruh yang signifikan terhadap repurchase intention dan WoM. Hasil lain juga menunjukkan bahwa adanya pengaruh langsung dari Brand Experience terhadap repurchase intention dan WoM yang merupakan sub dimensi dari loyalty.

.....Currently culinary business competition in Indonesia is getting tighter, it is marked by the increasing number of companies engaged in the culinary field compete with one another. Coffee Toffee is a culinary business that offers coffee products. In Franchise Magazine (2013) stated that the Coffee Toffee is one brand that holds the title of The Best Franchise To Invest and Top of Mind Local Coffee Franchise. Seeing the fact, researchers want to analyze the effect of Brand Experience, Satisfaction and Brand Trust toward the Brand Loyalty on Coffee Toffee. Sampel in this study is that 216 consumers Coffee Toffee. The data is processed by using Structural Equation Modeling. The results showed that the Brand Experience has a significant influence on Satisfaction. Satisfaction also has a significant influence on repurchase intention and WOM which is a sub-dimensions of loyalty. On the other hand Brand experience also have a significant influence on Brand Trust. But Brand Trust has no significant effect on repurchase intention and WOM. Other results also showed that there is a significant effect of Brand Experience to repurchase intention and WOM which is a sub-dimensions of loyalty.;Currently culinary business competition in Indonesia is getting tighter, it is marked by the increasing number of companies engaged in the culinary field compete with one another. Coffee Toffee is a culinary business that offers coffee products. In Franchise Magazine (2013) stated that the Coffee Toffee is one brand that holds the title of The Best Franchise To Invest and Top of Mind Local Coffee Franchise. Seeing the fact, researchers want to analyze the effect of Brand Experience, Satisfaction and Brand Trust toward the Brand Loyalty on Coffee Toffee .Sampel in this study is that 216 consumers Coffee Toffee. The data is processed by using Structural Equation Modeling. The results showed that the Brand Experience has a significant influence on Satisfaction. Satisfaction also has a significant

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