

"Hubungan electronic word of mouth product attributes service quality dan price terhadap brand loyalty" (studi pada holycow steakhouse by Chef Afit) = The Relationship of electronic word of mouth product attributes service quality and price to brand loyalty (study at holycow steakhouse by Chef Afit)

Adinda Galuh Komalaningdias, author

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Abstrak

Tesis ini membahas Hubungan Electronic Word of Mouth, Product Attributes, Service Quality dan Price terhadap Brand loyalty, Studi pada Holycow Steakhouse by Chef Afit. Penelitian ini adalah penelitian kuantitatif eksplanatif. Responden adalah pelanggan Holycow Steakhouse yang bekerja di daerah Jakarta Selatan yang berjumlah 175 orang. Metode analisa data dilakukan dengan statistik analisa deskriptif dan Korelasi Spearman untuk membuktikan hipotesis dalam penelitian ini. Hasil penelitian menunjukkan bahwa terdapat hubungan yang positif, kuat dan signifikan antara Electronic Word of Mouth dengan Brand Loyalty, Product Attributes dengan Brand Loyalty, Service Quality dengan Brand Loyalty serta Price dengan Brand Loyalty

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ABSTRACT

This Study conducted to found the Relationship between Electronic Word of Mouth, Product Attributes, Service Quality and Price to Brand loyalty. This study used a quantitative explanative method with a questionnaire survey through a 175 loyal customers of Holycow Steakhouse which works at South Jakarta Area. The Analysis method presents a descriptive statistical analysis and Spearman's Correlation to prove the research hypothesis. The result showed that there is a positive, strong and significant Relationship between Electronic Word of Mouth and Brand Loyalty, Product Attributes and Brand Loyalty, Service Quality and Brand Loyalty, Price and Brand Loyalty;