

Pengaruh perceived service quality of endorsed brand parent brand reputation dan attitude toward endorsed brand terhadap endorsed brand loyalty = The effect of perceived service quality of endorsed brand parent brand reputation and attitude toward endorsed brand on endorsed brand loyalty

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Abstrak

ABSTRAK

Tesis ini membahas pengaruh perceived service quality of endorsed brand, parent brand reputation dan attitude toward endorsed brand terhadap loyalitas dari brand Citadines Rasuna Jakarta (Serviced-apartment yang merupakan endorsed brand dari Ascott Limited).

Penelitian ini menggunakan descriptive research design dengan metode survey (kuesioner) dengan rancangan cross-sectional yang dilakukan terhadap pengguna layanan serviced-apartment Citadines Rasuna Jakarta. Teknik sampling yang digunakan adalah non-probability sampling menggunakan sampling jenuh (sensus). Hasil dari penelitian ini menunjukkan bahwa perceived service quality of endorsed brand berpengaruh positif terhadap attitude toward endorsed brand. Parent brand reputation berpengaruh positif terhadap perceived service quality of endorsed brand.

Hasil penelitian juga menunjukkan ternyata parent brand reputation berpengaruh positif terhadap attitude toward endorsed brand. Selain itu dari hasil penelitian juga diperoleh hasil bahwa baik perceived service quality of endorsed brand, parent brand reputation, dan Attitude toward endorsed brand berpengaruh positif terhadap endorsed brand loyalty.

ABSTRACT

This thesis discusses the effect of perceived service quality of endorsed brand, parent brand reputation and attitude toward endorsed brand on Citadines Rasuna Jakarta brand loyalty (Serviced-apartment brand which is endorsed by Ascott Limited).

This study uses descriptive research design with cross-sectional survey method (questionnaire) and using serviced-apartment Citadines Rasuna Jakarta users as the respondents. The sampling technique used is non-probability sampling with sensus method. Results from this study showed that the perceived service quality of endorsed brand have positive effect on attitude toward endorsed brand. Parent brand reputation have positive effect on perceived service quality of endorsed brand.

The results also showed parent brand reputation turned out to be a positive influence on attitude toward endorsed brand. In addition, from the results of the study also showed that whether perceived service quality of endorsed brand, parent brand reputation, or attitude toward endorsed brand, altogether have positive effect on endorsed brand loyalty.