

The effects of service brand dimension on brand loyalty: case study:
Go-Jek = Pengaruh dimensi merek jasa terhadap loyalitas merek: studi kasus: Go-Jek

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Abstrak

ABSTRAK

Fokus penelitian ini adalah untuk menguji faktor-faktor yang mempengaruhi loyalitas merek terhadap Go-Jek dan sepeda motor taksi di Indonesia dengan menganalisis beberapa faktor bukti yaitu brand evidence, brand hearsay, satisfaction and brand attitude. Hipotesis diuji menggunakan SPSS versi 22.0 Selanjutnya, tes utama diuji dengan menggunakan Partial Least Square (PLS). Penelitian ini menemukan bahwa sikap merek telah mempengaruhi secara signifikan terhadap loyalitas merek, tapi bukti merek tidak berpengaruh signifikan terhadap sikap merek.

ABSTRACT

The focus of this research is to examine the factors that influence brand loyalty, brand attitude toward Go-jek and motorcycles taxi in Indonesia by analysing several factors namely brand evidence, brand hearsay, satisfaction and brand attitude. The hypotheses are tested using SPSS version 22.0 furthermore, the main test tested using Partial Least Square (PLS). The research found that brand attitude has effecting significantly on brand loyalty, but brand evidence has no significant effect towards brand attitude.;