

Pengaruh brand credibility terhadap customer loyalty dengan religious orientation sebagai variabel moderator di Universitas Indonesia pasca dukungan kafe kopi terhadap komunitas LGBTI Lesbian, Gay, Bisexual, dan Transgender = Influence of brand credibility of customer loyalty with religious orientation as a moderator variable at the University of Indonesia post kafe kopi against community support LGBT (lesbian gay bisexual and transgender)

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Abstrak

Perilaku konsumen adalah hal yang terus menarik dibahas dalam bisnis. Jika tidak ada konsumen, sudah tentu bisnis tidak akan berjalan. Persaingan yang ketat di era globalisasi membuat perusahaan harus terus menjaga kredibilitas merek dan loyalitas konsumen. Penelitian Alam et al (2012) menyatakan bahwa agama menjadi aspek penting dalam proses pembelian. Konsumen cenderung akan membeli produk dari merek yang sesuai dengan ajaran agama konsumen (Alam et al : 2012).

Berdasarkan penelitian tersebut, penelitian ini bertujuan untuk menganalisis apakah terdapat pengaruh antara brand credibility terhadap customer loyalty. Serta apakah variabel religious orientation menjadi variabel moderator antara brand credibility dan customer loyalty di Universitas Indonesia pasca dukungan Kafe Kopi terhadap komunitas LGBT (Lesbian, Gay, Bisexual dan Transgender).

Penelitian ini menggunakan pendekatan kuantitatif. Pengambilan sampel dalam penelitian ini dilakukan dengan menggunakan sampel penelitian sebanyak 100 orang mahasiswa/i di Universitas Indonesia. Instrumen penelitian ini menggunakan kuesioner dan dianalisis menggunakan linier regression dan moderated regression analysis.

Hasil dalam penelitian menemukan bahwa kredibilitas merek menjadi aspek yang lebih berpengaruh daripada aspek agama terhadap customer loyalty. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh antara brand credibility terhadap customer loyalty serta variabel religious orientation tidak menjadi variabel moderator antara brand credibility terhadap customer loyalty pada Kafe Kopi di Universitas Indonesia.

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Consumer behavior is something that continues to attract discussion in the business. Consider reversing, business will not run without consumers. Intense competition in the era of globalization makes companies have to continue to maintain the credibility of the brand and customer loyalty. Alam et al (2012) stated that religion became one of important aspect of the purchasing process. Consumers tend to buy products from brands that conform to religious teachings consumers (Alam et al : 2012).

Based on these studies, this study aimed to analyze whether there is influence between brand credibility of the customer loyalty and whether the variable religious orientation become a moderator variable between brand credibility and customer loyalty in the University of Indonesia after the support Kafe Kopi against the LGBT (Lesbian, Gay, Bisexual and transgender).

This study uses a quantitative approach. The samples in this study conducted using sample of 100 students at the University of Indonesia. The research using questionnaires and analyzed using linear regression and

moderated regression analysis.

Results of the study found that the credibility of the brand become more influential aspects than the religious aspects of the customer loyalty. The results of this study indicate that there is influence between the brand and customer loyalty as well as the credibility of the religious variable orientation did not become a moderator variable between the brand credibility of the customer loyalty at Kafe Kopi at the University of Indonesia.