

Analisis Faktor-Faktor Yang Memengaruhi Brand Loyalty: Studi Kasus Pada Janji Jiwa = Analysis of Factors Affecting Brand Loyalty: A Case Study of Janji Jiwa

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Abstrak

Sebagai peraih rekor MURI tahun 2019 sebagai kedai kopi dengan pertumbuhan tercepat di tahun 2019, Janji Jiwa tentu saja berusaha agar bisa mempertahankan dan meningkatkan jumlah pengunjungnya. Penelitian ini mengacu pada penelitian Kim dan Lee (2016) tentang bagaimana meningkatkan brand loyalty dalam konteks kedai kopi di Korea Selatan. Metode purposive sampling digunakan pada penelitian dengan 206 responden dan dianalisis menggunakan Structural Equation Modelling (SEM). Temuan dari penelitian ini mengungkapkan bahwa customer-brand identification berpengaruh positif terhadap brand involvement, namun tidak berpengaruh positif terhadap brand-decision involvement. self congruity berpengaruh positif terhadap brand involvement dan brand-decision involvement. Dan service value berpengaruh positif terhadap brand involvement dan brand-decision involvement. Selain itu, brand involvement dan brand-decision involvement berpengaruh positif terhadap brand satisfaction dan brand loyalty. Kemudian brand satisfaction berpengaruh positif terhadap brand loyalty. Implikasi manajerial serta rekomendasi terkait temuan tersebut akan dibahas lebih lanjut untuk penelitian selanjutnya.

As the 2019 MURI record winner as the fastest-growing coffee shop in 2019, Janji Jiwa is certainly trying to be able to maintain and increase the number of visitors. This study refers to the research of Kim and Lee (2016) on how to increase brand loyalty in the context of coffee shops in South Korea. The purposive sampling method was used in a study with 206 respondents and analyzed using Structural Equation Modeling (SEM). The findings of this study reveal that customer-brand identification has a positive effect on brand involvement, but does not have a positive effect on brand-decision involvement. self congruity has a positive effect on brand involvement and brand decision decision involvement. And service value has a positive effect on brand involvement and brand-decision involvement. In addition, brand involvement and brand-decision involvement have a positive effect on brand satisfaction and brand loyalty. Then brand satisfaction has a positive effect on brand loyalty. Managerial implications and recommendations related to these findings will be discussed further for further research.