

Analisis pengaruh halal brand personality dan brand experience terhadap brand prestige, brand trust, customer satisfaction, dan brand loyalty pada merek halal. Studi kasus: Produk perawatan pria kahf = Analysis of halal brand personality and brand experience on brand prestige, brand trust, customer satisfaction, and brand loyalty on halal brand. Study case: Men personal care brand kahf.

Aisyah, author

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Abstrak

Pasar produk perawatan tubuh pria sudah semakin meningkat pesat dan produk-produknya dihadirkan dalam berbagai bentuk yang berbeda, namun masih kurang inovatif karena masih banyak permintaan atau kebutuhan pria yang tidak terjawab dengan produk yang ada di pasar sekarang, terutama permintaan akan produk perawatan tubuh pria halal. Merek Kahf hadir sebagai produk perawatan pria halal yang dapat memberikan pengalaman yang positif bagi konsumennya. Penelitian ini bertujuan untuk menganalisis pengaruh halal brand personality dan brand experience terhadap brand prestige, brand trust, customer satisfaction dan brand loyalty pada brand halal. Metode pengambilan sampel yang digunakan adalah non-probability judgemental sampling. Survei dilakukan pada masyarakat Indonesia yang pernah membeli dan menggunakan produk perawatan Kahf. Pengolahan data dilakukan dengan menggunakan teknik analisis Structural Equation Model (SEM). Hasil penelitian ini menunjukkan bahwa terdapat pengaruh yang positif dari halal brand personality dan brand experience terhadap brand prestige Kahf, yang lanjutnya berpengaruh positif pada brand trust dan customer satisfaction serta attitudinal loyalty.

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The market for men's body care products has increased rapidly and the products are presented in many different forms. However, this market is still not innovative enough as there are still many unanswered demands with existing products in the market today, especially the demand for halal male personal care products. Kahf brand is here as a halal male care product to provide a positive experience for its consumers. This study aims to analyze the effect of halal brand personality and brand experience on brand prestige, brand trust, customer satisfaction and brand loyalty to halal brand. The sampling method used was non-probability judgmental sampling. The survey was conducted on Indonesians who have bought and used personal care Kahf. Data processing was performed using the Structural Equation Model (SEM) analysis technique. The results of this study indicate that there is a positive effect of halal brand personality and brand experience on Kahf's brand brand prestige, which in turn has a positive effect on brand trust and customer satisfaction and attitudinal loyalty.