

Membangun Brand Loyalty melalui Brand Experience, Brand Love, dan Perceived Quality dengan Brand Trust sebagai Moderator Pada Pengguna Smartphone Indonesia = Building Brand Loyalty through Brand Experience, Brand Love, and Perceived Quality with Brand Trust as Moderator on Smartphone Users in Indonesia

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh dari brand experience yang berkaitan dengan brand love serta perceived quality terhadap brand loyalty konsumen. Peran brand trust sebagai moderasi juga dianalisis pada dua merek ponsel pintar yang digunakan di Indonesia, yaitu Apple dan Samsung. Untuk menguji 9 hipotesis, desain penelitian ini menggunakan pendekatan metode kuantitatif berupa cross sectional survey menggunakan kuesioner daring. Dengan teknik purposive sampling berhasil dikumpulkan 437 responden, yaitu pengguna ponsel pintar Apple dan Samsung selama minimal 6 bulan terakhir, berusia minimal 17 tahun, dan berdomisili di Indonesia. Pengolahan data menggunakan metode Structural Equation Modeling (SEM) dengan software SmartPLS, memperlihatkan 6 hipotesis terbukti signifikan. Hasil dari penelitian ini menunjukkan tidak ada pengaruh positif brand experience terhadap brand loyalty secara langsung. Namun, brand love dan perceived quality memiliki pengaruh positif terhadap brand loyalty secara langsung dan tidak langsung (mediasi). Kemudian, moderator brand trust tidak memiliki pengaruh pada hubungan brand experience dengan brand love maupun brand loyalty. Penemuan studi ini memberikan wawasan bagi perusahaan ponsel pintar agar dapat meningkatkan brand loyalty dengan memperhatikan faktor brand love dan perceived quality, khususnya di Indonesia.

..... This research purpose is to analyze the effect of brand experience related to brand love and perceived quality towards brand loyalty. The role of brand trust moderation is also analyzed in two smartphone brands used in Indonesia as the object, Apple and Samsung. To test 9 hypotheses, the research design used in this study is the quantitative method through cross sectional survey with an online questionnaire. With purposive sampling technique 437 respondents gained, which are active Apple and Samsung smartphone users for the last 6 months, a minimum of 17 years old, and Indonesian domicile. Data analysis used was Structural Equation Modeling (SEM) with SmartPLS software, showed 6 hypotheses are significant. The result shows there is no significant positive effect on brand experience towards brand loyalty directly. However, there are positive effects of brand love and perceived quality towards brand loyalty both directly and indirectly (mediation). Moreover, brand trust as a moderator does not effect the variable's relationship. This study offers valuable knowledge for smartphone companies to support their brand loyalty while focusing on brand love and perceived quality aspects, especially in Indonesia.