

Analisis pengaruh sustainable marketing terhadap Customer Loyalty Toyota di Indonesia = Analysis of the effect of sustainable marketing on Customer Loyalty Toyota in Indonesia

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Abstrak

Penelitian ini dilakukan dengan tujuan untuk mengetahui dampak antara sustainable marketing terhadap customer loyalty dengan mediasi brand image pada toyota Indonesia. Berlandaskan dari teori triple bottom-line, penelitian ini membagi sustainable marketing kedalam tiga dimensi yang berbeda yaitu economic sustainability, social sustainability, dan environment sustainability. Dari ketiga dimensi itu akan diuji keterkaitannya dengan variabel mediasi yakni brand image dan bagaimana dampaknya terhadap customer loyalty dari toyota Indonesia. Data pada penelitian ini dianalisis menggunakan metode Partial Least Squares Structural Equation Modelling. Hasilnya menunjukkan bahwa praktik sustainabel marketing berpengaruh positif terhadap brand image dan customer loyalty. Selain itu, brand image bertindak sebagai perantara antara sustainabel marketing dan customer loyalty.

.....This research was conducted with the aim of determining the impact of sustainable marketing on customer loyalty by mediating brand image at Toyota Indonesia. Based on the triple bottom-line theory, this research divides sustainable marketing into three different dimensions, namely economic sustainability, social sustainability and environmental sustainability. The three dimensions will be tested for their relationship to the mediating variable, namely brand image and how it impacts customer loyalty from Toyota Indonesia. The data in this study were analyzed using the Partial Least Squares Structural Equation Modeling method. The results show that sustainable marketing practices have a positive effect on brand image and customer loyalty. Apart from that, brand image acts as an intermediary between sustainable marketing and customer loyalty.