

Pengaruh Self-Brand Connection terhadap Brand Loyalty melalui Brand Experience pada Luxury Brand Burberry di Indonesia = The Effect of Self-Brand Connection on Brand Loyalty Through Brand Experience on Luxury Brand Burberry in Indonesia

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Abstrak

Masyarakat kelas menengah keatas selama lima tahun terakhir mengalami dilema dalam pembelian luxury brand. Meskipun begitu, angka penjualan luxury brand secara keseluruhan terus meningkat. Meningkatnya penjualan luxury brand dikarenakan penyesuaian konsep diri konsumen dengan tingkat gaya hidup yang tinggi. Penelitian ini bertujuan untuk menganalisis pengaruh self-brand connection terhadap brand loyalty pada luxury brand Burberry di Indonesia dengan menggunakan brand experience sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan responden berupa pelanggan yang pernah membeli produk tas Burberry lebih dari satu kali selama lima tahun terakhir dan menggunakan teknik non-probability sampling. Hasil penelitian ini menunjukkan bahwa brand experience berpengaruh positif sebagai mediasi antara self-brand connection dengan brand loyalty. Penelitian ini menunjukkan bahwa nilai dari pengalaman pembelian dapat menjadi proses verifikasi kesesuaian konsep diri pelanggan dengan merek Burberry sehingga menimbulkan rasa loyalitas dari pelanggan itu sendiri.

.....For the past five years, the upper middle class has experienced a dilemma in purchasing luxury brands. Even so, the sales figures for luxury brands as a whole continue to increase. The increase in sales of luxury brands is due to the adjustment of the consumer's self-concept with a high level of lifestyle. This study aims to analyze the effect of self-brand connection on brand loyalty in the luxury brand Burberry in Indonesia by using brand experience as a mediating variable. This study uses a quantitative approach with respondents in the form of customers who have purchased Burberry bag products more than once during the last five years and using a non-probability sampling technique. The results of this study indicate that brand experience has a positive effect as a mediation between self-brand connection and brand loyalty. This study shows that the value of the buying experience can be a process of verifying the suitability of the customer's self-concept with the Burberry brand so as to create a sense of loyalty from the customer himself.