

Pengaruh Pengalaman Merek Terhadap Keterikatan Merek dengan Usia dan Pendapatan Sebagai Variabel Moderasi dan Kepercayaan Merek sebagai Variabel Mediasi : Studi Pada Artotel Thamrin Jakarta. = Effect of Brand Experience on Brand Attachment with Age and Income as Moderation Variables and Brand Trust as Mediation Variables: A Study at Artotel Thamrin Jakarta.

Qidran Amali, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920558104&lokasi=lokal>

Abstrak

Perkembangan zaman membuat dunia bisnis semakin kompetitif, berbagai perusahaan pada industri yang sama akan senantiasa terus mencari strategi terbaik untuk menguasai pangsa pasar, tak terkecuali pada industri akomodasi butik hotel, salah satunya adalah Artotel Thamrin Jakarta yang perlu mengembangkan beberapa strategi guna memperkuat pengalaman merek yang diberikan kepada konsumennya hal tersebut dilakukan untuk dapat memenangkan kompetisi dan dapat menghasilkan keterikatan merek yang positif yang didapatkan dari pengalaman konsumen setelah menggunakan layanan hotel itu sendiri. Penelitian ini bertujuan untuk mengetahui dampak dari pengalaman merek, kepercayaan merek, usia, dan pendapatan terhadap keterikatan merek pada Artotel Thamrin Jakarta. Hasil penelitian ini juga menemukan bahwa terdapat hubungan antara pengalaman merek, keterikatan merek dan kepercayaan merek pada Artotel Thamrin Jakarta. Selain itu, ditemukan juga bahwa pendapatan dan umur tidak memoderasi hubungan dari pengalaman merek, keterikatan merek, dan kepercayaan merek pada Artotel Thamrin Jakarta.

.....The business world is increasingly competitive where various companies in the same industry will continue to look for the best strategy to dominate market share, including the boutique hotel accommodation industry which develops several strategies to strengthen the brand experience provided to its consumers and generate positive brand attachment that is obtained from consumer experience after using the hotel services itself. Boutique hotel accommodation need to do that to win the competition and can produce a positive brand attachment that is obtained from the experience after using the hotel services itself. The purpose of this paper is to determine the impact of brand experience, brand trust, age, and income on brand attachment at the Artotel Thamrin Jakarta. This type of research is descriptive research, with the scientific benefits of being applied science, carried out in a cross-sectional manner based on the time of the study, and based on the quantitative method with survey techniques. The results of this study also found that there is a relationship between brand experience, brand attachment, and brand trust in Artotel Thamrin Jakarta. In addition, it was also found that income and age did not moderate the relationship between brand experience, brand attachment, and brand trust in Artotel Thamrin Jakarta.