

INTISARI

Penelitian ini bertujuan untuk menjelaskan proses pembentukan kesetiaan merek dengan melihat hubungannya dengan pengalaman merek, kesesuaian kepribadian merek, kepuasan merek, kepercayaan merek, dan keterikatan merek. Sampel dalam penelitian ini berjumlah 317 diperoleh dengan cara metode survey. Alat analisis yang digunakan untuk menguji hipotesis penelitian ini adalah metode SEM dengan menggunakan program AMOS versi 22.0.

Hasil penelitian ini menunjukkan bahwa pengalaman merek terbukti berpengaruh positif pada kesesuaian kepribadian merek, kepuasan merek, dan kepercayaan merek. Keterikatan merek terbukti berpengaruh positif pada kesetiaan merek. Kesesuaian kepribadian merek terbukti berpengaruh positif pada kepuasan merek. Kemudian, kepuasan merek terbukti berpengaruh positif pada kepercayaan merek. Kepercayaan merek terbukti berpengaruh positif pada keterikatan merek.

Pengalaman merek, kesesuaian kepribadian merek, kepuasan merek, dan kepercayaan merek tidak terbukti berpengaruh pada kesetiaan merek. Pengalaman merek tidak terbukti berpengaruh positif pada keterikatan merek.

Selain itu, pada penelitian ini ditemukan adanya mediasi sempurna dalam hubungan pengalaman merek dan kesetiaan merek dengan variabel mediasi adalah kepercayaan merek. Pembentukan kesetiaan merek terjadi secara 3 (tiga) jenis proses yaitu, pertama, pengalaman merek membentuk kesetiaan merek melalui kesesuaian kepribadian merek, kepuasan merek, kepercayaan merek, dan keterikatan merek. Kedua, kesetiaan merek dapat dibentuk oleh pengalaman merek, kepuasan merek, kepercayaan, dan keterikatan merek. Ketiga, pengalaman merek membentuk kesetiaan merek melalui kepercayaan merek, dan keterikatan merek.

Kata kunci: pengalaman merek, kesesuaian kepribadian merek, kepuasan merek, kepercayaan merek, keterikatan merek, kesetiaan merek.

ABSTRACT

This research aims to describe the process of forming brand loyalty by looking at the relationship with the brand experience, brand personality congruence, brand satisfaction, brand trust, and brand attachment. The data on this research were the result of surveys taken from 317 respondents. Analysis tool that was used to test the hypothesis of this research was SEM analysis on the AMOS version 22.0 program.

The results of this research indicate that the brand experience has positive influence on brand personality congruence, brand satisfaction, and brand trust. Brand attachment has positive effect on brand loyalty. Brand personality congruence was proved that has positive influence on brand satisfaction. Then, brand satisfaction has positive effect on brand trust. Brand trust has positive influence on brand attachment. While, brand experience, brand personality congruence, brand satisfaction, and brand trust were not proven that have effect on brand loyalty. Moreover, brand experience does not effect on brand attachment.

In addition, this research found that brand trust mediated fully in relationship between brand experience and brand loyalty. The formation of brand loyalty occurs through three types of processes. There are, first, brand experience formed into brand loyalty through brand personality congruence, brand satisfaction, brand trust and brand attachment. Second, brand loyalty can be formed by brand experience, brand satisfaction, brand trust, and brand attachment. Third, brand experience formed into brand loyalty through brand trust and brand attachment.

Keyword: brand experience, brand personality congruence, brand satisfaction, brand trust, brand attachment, brand loyalty