

ABSTRAK

I Putu Rama Adiguna Sumerta (01011170146)

BRAND EXPERIENCE DAN BRAND ENGAGEMENT TERHADAP BRAND LOYALTY PADA TOKOPEDIA MELALUI BRAND TRUST DAN BRAND COMMITMENT

(xvi + 163 halaman; 6 gambar; 20 tabel; 5 lampiran)

Meningkatnya pertumbuhan *E-commerce* di Indonesia menyebabkan persaingan menjadi semakin ketat. Penelitian ini dilaksanakan untuk memahami fenomena mengenai menurunnya peringkat indeks merek Tokopedia yang tercermin dari menurunnya peringkat kunjungan situs web Tokopedia. Penelitian ini bertujuan untuk menginvestigasi pengaruh *brand experience* dan *brand engagement* terhadap *brand trust* dan *brand commitment* yang selanjutnya akan memengaruhi *brand loyalty* dari pelanggan. Penelitian ini menggunakan metode kuantitatif, dan pengumpulan data dilakukan dengan distribusi kuesioner melalui media elektronik dengan metode *non-probability sampling*. Sampel yang digunakan adalah sebanyak 35 untuk studi pendahuluan dan 263 untuk studi aktual, dengan kriteria pernah menggunakan situs web Tokopedia. Metode analisis data yang digunakan adalah *Partial Least Squares-Structural Equation Modelling* dengan SmartPLS 3.0. Hasil yang diperoleh dari penelitian ini adalah *brand experience* dan *brand engagement* memengaruhi *brand trust* secara positif, *brand engagement* memengaruhi *brand commitment* secara positif, *brand experience* dan *brand trust* tidak memiliki pengaruh positif terhadap *brand commitment*, serta *brand experience*, *brand engagement*, dan *brand commitment* memengaruhi *brand loyalty* secara positif. Penelitian ini berkontribusi secara teoritis mengenai anteseden dari loyalitas pelanggan terhadap merek dan secara praktis mengenai cara meningkatkan loyalitas pelanggan pada industri *e-commerce consumer-to-consumer (C2C)* di Indonesia.

Kata kunci: *Brand experience, brand engagement, brand trust, brand commitment, brand loyalty*

ABSTRACT

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(xvi + 163 pages; 6 images; 20 tables; 5 appendices)

The increasing growth of E-commerce in Indonesia is causing competition to become increasingly fierce. This research was conducted to understand the phenomenon of the decline in the Tokopedia brand index ranking which is reflected in the decreasing ranking of the Tokopedia website visits. This study aims to investigate the effect of brand experience and brand engagement on brand trust and brand commitment, which in turn will affect customer brand loyalty. This research uses quantitative methods, and data collection is carried out by distributing questionnaires through electronic media with a non-probability sampling method. The sample used was 35 for the preliminary study and 263 for the actual study, with the criteria of having used the Tokopedia website. The data analysis method used is Partial Least Squares-Structural Equation Modeling with SmartPLS 3.0. The results obtained from this study are that brand experience and brand engagement affect brand trust positively, brand engagement affects brand commitment positively, brand experience and brand trust do not have a positive influence on brand commitment, and brand experience, brand engagement and brand commitment affect brand loyalty positively. This research contributes theoretically to the antecedents of brand loyalty and practically on how to increase brand loyalty in the consumer-to-consumer (C2C) e-commerce industry in Indonesia.

Keywords: Brand experience, brand engagement, brand trust, brand commitment, brand loyalty