

ABSTRACT

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“The Effects of Brand Experience, Satisfaction and Trust on Building Brand Loyalty; An Empirical Research on Adidas Brand in Indonesia”

In the present era, people look after trends and innovations regarding technology, products or brands and so on. These accompanied by endless needs in society that thirst of something bigger and newer than before. As the time goes by, the opportunities, benefits and authenticities keep growing more diversified, wider, and more unique. It motivates companies to be at their best form, to make sure they are not losing the competition and win many people. Global company and brand like Adidas keep striking forward in the markets and penetrates bigger and wider market, to secure its position. Adidas maintain its position as a great brand consist of making sustainable, stylish, and functional products which peak the creator interest. Therefore, the experience regarding the usage of the products is mentioned to be useful to affect the satisfactory of Adidas consumers and also putting their trust that this brand offers a trustable function and manage to meet their expectation. These factors then lead the consumers to be loyal to the Adidas brand, and therefore makes Adidas achieve the top-tier position in the markets.

Based on the background, the study focuses on Adidas brand, to find out and search the facts regarding Adidas and the variable or factors surrounding its success to gain loyal consumers around the world, especially Indonesia. The purpose of this study is to analyse the effects of brand factors such as brand experience, brand satisfaction and trust on building the brand loyalty, focusing on Adidas brand in Indonesia. The research problems focus on the effects or influences of corresponding variables mentioned.

Samples carried out in this study were Adidas users that have use Adidas before at least once. The collection was done by disseminating surveys to 212 samples within the zone of UPH Karawaci understudies. Afterward the results of the information that have been collected will be tried for its reliability, validity and the level of significance impact of each variable on the services done within the context of Adidas, allowing it to be analysed and end up with conclusion made with the managerial implications that are recommended for Adidas and for advance research.