

ABSTRAK

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PENGARUH PERCEIVED COMMUNICATION CONSISTENCY DAN BRAND SATISFACTION TERHADAP BRAND TRUST, AFFECTIVE BRAND COMMITMENT, DAN BRAND LOYALTY DALAM INDUSTRI RESTORAN BUFET BERTEMA JEPANG DI JABODETABEK

(xiv + 60 halaman; 1 gambar; 15 tabel; nn lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh *perceived communication consistency* dan *brand satisfaction* terhadap *brand trust*, *affective brand commitment*, dan *brand loyalty*. Penelitian dilakukan dengan mengambil unit analisis berupa restoran-restoran bufet bertema Jepang di kawasan Jabodetabek, dengan melibatkan 249 responden. Data dikumpulkan dengan menyebarkan kuesioner yang berisi 23 pertanyaan dengan skala Likert 1-5, dengan menggunakan *judgmental sampling* untuk mengumpulkan sampel. Analisis dilakukan menggunakan metode PLS-SEM, dengan hasil penelitian menunjukkan bahwa *affective brand commitment* tidak dipengaruhi positif oleh *perceived communication consistency* dan *brand trust*, serta *brand loyalty* dipengaruhi positif oleh *perceived communication consistency*, *brand trust*, dan *affective brand commitment*.

Referensi : 37 (1986 – 2021)

Kata Kunci : *Affective Brand Commitment, Brand Loyalty, Brand Satisfaction, Brand Trust, Perceived Communication Consistency*

ABSTRACT

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THE EFFECT OF PERCEIVED COMMUNICATION CONSISTENCY AND BRAND SATISFACTION TO BRAND TRUST, AFFECTIVE BRAND COMMITMENT, AND BRAND LOYALTY IN JAPANESE ALL-YOU-CAN-EAT RESTAURANTS LOCATED IN JABODETABEK

(xiv + 60 halaman; 1 gambar; 15 tabel; nn lampiran)

The goal of this study is to analyze whether perceived communication consistency and brand satisfaction positively affect brand trust, affective brand commitment, and brand loyalty. This study uses Japanese all-you-can-eat restaurants located in Jabodetabek as its unit analysis, using 249 respondents. Data was collected through online form which 23 has 23 questions measured with 1-5 Likert Scale, which samples was taken using judgmental sampling method. Data analysis was done using PLS-SEM method, with the results that show that affective brand commitment is not positively affected by perceived communication consistency or brand trust, and that brand loyalty was positively affected by perceived communication consistency, brand trust, or affective brand commitment.

Reference : 37 (1986 – 2021)

Key Words : Affective Brand Commitment, Brand Loyalty, Brand Satisfaction, Brand Trust, Perceived Communication Consistency