

ABSTRAK

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PENGARUH MEDIASI *BRAND LOVE* TERHADAP *BRAND EXPERIENCES* DAN *BRAND LOYALTY* PADA PT FRISIAN FLAG INDONESIA

Penelitian ini bertujuan untuk menguji pengaruh dari mediasi *brand love* terhadap *brand experiences* dan *brand loyalty* pada produk susu siap minum PT Frisian Flag Indonesia karena pada industri FMCG, kategori minuman berkembang dengan baik sedangkan merek Frisian Flag mengalami penurunan. Penelitian ini dilakukan secara kuantitatif dengan metode *non-probability* dengan teknik *purposive sampling* dengan jumlah 160 sampel melalui survei secara online dengan analisis data memakai pendekatan *partial least square (PLS)-structural equation modelling (SEM)* dengan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa variabel *brand experiences* dengan dimensi *sensory experiences*, *affective experiences*, dan *intellectual experiences* memiliki pengaruh positif dan signifikan terhadap *brand love*, variabel *brand love* memiliki pengaruh positif dan signifikan terhadap *brand loyalty* dengan dimensi *behavioural loyalty*, dan *attitudinal loyalty*. Dan variabel *brand love* memiliki pengaruh positif dan signifikan sebagai mediasi dari *brand experiences* dengan *brand loyalty* pada pelanggan produk susu siap minum PT Frisian Flag Indonesia. Variabel yang memiliki pengaruh paling besar dari hasil *path coefficient* adalah *brand love* terhadap *behavioural loyalty* dengan setiap kenaikan satu-satuan dalam interval skala likert dalam variabel *brand love* akan meningkatkan 0,625 skala likert pada variabel *behavioural loyalty*.

Kata kunci: *brand experiences*, *brand love*, *brand loyalty*, PLS-SEM, susu siap minum PT Frisian Flag Indonesia

ABSTRACT

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THE EFFECT OF BRAND LOVE MEDIATION ON BRAND EXPERIENCES AND BRAND LOYALTY IN PT FRISIAN FLAG INDONESIA

This study aims to examine the effect of brand love mediation on brand experiences and brand loyalty in PT Frisian Flag Indonesia's ready-to-drink milk products because in the FMCG industry, the beverage category is developing well while the Frisian Flag brand has decreased. This research was conducted quantitatively using a non-probabilty method with a purposive sampling technique with a total of 160 samples through an online survey with data analysis using a partial least squares (PLS)-structural equation modelling (SEM) approach with the SmartPLS application. The results showed that the variable brand experiences with dimensions of sensory experiences, affective experiences, and intellectual experiences had a positive and significant influence on brand love, the variable brand love had a positive and significant influence on brand loyalty with dimensions of behavioural loyalty, and attitudinal loyalty. And the brand love variable has a positive and significant influence as a mediation of brand experiences with brand loyalty to customers of PT Frisian Flag Indonesia's ready-to-drink dairy products. The variable that has the greatest influence on the path coefficient results is brand love on behavioral loyalty, with each one-unit increase in the Likert scale interval in the brand love variable, which will increase 0.625 on the Likert scale on the behavioral loyalty variable.

Keywords: brand experiences, brand love, brand loyalty, PLS-SEM, ready-to-drink milk PT Frisian Flag Indonesia