

ABSTRAK

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HUBUNGAN SELF-CONGRUITY DAN NEED FOR UNIQUENESS TERHADAP BRAND LOYALTY MELALUI BRAND EXPERIENCE DAN BRAND ATTACHMENT PADA UNIQLO INDONESIA

(155 halaman: 3 gambar; 45 tabel)

Covid19 merupakan penyebab penutupan sejumlah gerai dan toko sehingga menyebabkan penurunan penjualan terhadap perusahaan retail sehingga perlu dilakukan penelitian mengenai hubungan *self congruity* dan *need for uniqueness* terhadap *brand loyalty* melalui *brand experience* dan *brand attachment* pada uniqlo indonesia. Penelitian yang dilaksanakan adalah penelitian Kuantitatif dengan studi Deskriptif pada Objek Brand Uniqlo dengan unit analisis adalah Individu yang mengetahui ataupun menggunakan Brand Uniqlo dan sampel yang digunakan adalah Non-Probability sampling dengan menyebarkan Kuesioner elektronik kepada 590 responden yang memenuhi kriteria. Metode pengolahan data yang digunakan adalah *Partial Least Square - Structural Equation Modeling (PLS-SEM)* dengan software SmartPLS 4.0. Hasil penelitian ini menunjukkan Self Congruity mempengaruhi Brand Attachment dan Brand Experience, Brand Attachment mempengaruhi Brand Experience, Brand Attachment mempengaruhi Brand Loyalty, dan Need for Uniqueness memoderasi Hubungan Self Congruity dengan Brand Attachment. Uniqlo dan perusahaan retail lainnya dapat mempertimbangkan implikasi manajemen pada penelitian ini, yang dapat meningkatkan preferensi produk dan pelayanan terhadap konsumen. Penelitian ini diharapkan menjadi bahan pengetahuan dan pengayaan pada bidang manajemen dan masyarakat umum. Selain itu, sebagai bahan pertimbangan bagi Uniqlo dalam mengambil keputusan untuk dapat mendapatkan loyalitas konsumen.

Kata kunci: *Self Congruity, Brand Attachment, Brand Experience, Brand Loyalty, Need for Uniqueness*

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ABSTRACT

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THE RELATIONSHIP BETWEEN SELF-CONGRUITY AND NEED FOR UNIQUENESS TO BRAND LOYALTY THROUGH BRAND EXPERIENCE AND BRAND ATTACHMENT AT UNIQLO INDONESIA

(155 pages: 3 pictures; 45 tables)

Covid19 caused the closure of a number of outlets and shops, causing a decrease in sales to retail companies, it is necessary to conduct research on the relationship between self-congruity and need for uniqueness to brand loyalty through brand experience and brand attachment at Uniqlo Indonesia. The research carried out was quantitative research with descriptive studies on Uniqlo brand objects with the unit of analysis being individuals who knew or used the Uniqlo brand and the sample used was non-probability sampling by distributing electronic questionnaires to 590 respondents who met the criteria. The data processing method used is Partial Least Square - Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The results of this study indicate that Self Congruity affects Brand Attachment and Brand Experience, Brand Attachment influences Brand Experience, Brand Attachment influences Brand Loyalty, and the Need for Uniqueness moderates the Relationship between Self Congruity and Brand Attachment. Uniqlo and other retail companies can consider the implications of management in this research. which can increase the preference of products and services to consumers. This research is expected to give additional knowledge and enrichment in the field of management and general public. In addition, as a consideration for Uniqlo in making decision to be able to gain brand loyalty.

Keywords: Self Congruity, Brand Attachment, Brand Experience, Brand Loyalty, Need for Uniqueness