ABSTRAK

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PENGARUH *BRAND EQUITY* TERHADAP *BRAND LOYALTY* YANG DI MEDIASI OLEH *CUSTOMER SATISFACTION* PADA LAZADA

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *consumer-based brand equity* yang meliputi *perceived quality, perceived value of cost, trust, lifestyle congruence, brand identification* terhadap *brand loyalty* melalui *customer satisfaction* sebagai variabel mediasi pada *e-commerce* Lazada. Penelitian ini menggunakan metode kuantitatif dan teknik pengumpulan data dilakukan dengan menggunakan metode kuantitatif dengan menyebar kuesioner elektrik dengan menggunakan   metode *non-probability sampling*. Sampel yang diambil untuk penelitian ini adalah 185 responden. Data yang telah diperoleh dan dianalisis menggunakan *PLS-Structural Equation Modeling* dengan alat analisis SmartPLS. Dalam penelitian ini terdapat tujuh hipotesis dan seluruhnya didukung. Penelitian ini memberikan kesimpulan, bahwa *brand loyalty* sangat dibutuhkan oleh perusahaan karena dipengaruhi variabel *perceived quality, perceived value of cost, trust, lifestyle congruence, brand identification dan customer satisfaction*.

Kata Kunci: Brand loyalty, consumer-based brand equity, customer satisfaction, e-commerce,

ABSTRACT

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THE EFFECT OF BRAND EQUITY ON BRAND LOYALTY MEDIATED BY CUSTOMER SATISFACTION AT LAZADA

This study aims to examine and analyze the effect of consumer-based brand equity which includes perceived quality, perceived cost value, trust, lifestyle alignment, brand identification on brand loyalty through customer satisfaction as a mediating variable in Lazada e-commerce. This research uses quantitative methods and data collection is carried out using quantitative methods by distributing electric questionnaires using non-probability sampling method. The sample taken for this study was 185 respondents. The data obtained and analyzed using PLS-Structural Equation Modeling with SmartPLS analysis tool. In this study there are seven hypotheses and all of them are supported. This study concludes that brand loyalty is needed by companies because it is influenced by perceived quality variables, perceived cost value, trust, lifestyle alignment, brand identification and customer satisfaction.

Keywords: Brand loyalty, consumer-based brand equity, customer satisfaction, e-commerce