

ABSTRAK

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ANALISIS PENGARUH *SENSORY, AFFECTIVE, BEHAVIORAL, INTELLECTUAL* TERHADAP *BRAND LOYALTY* MELALUI *BRAND SATISFACTION, BRAND ATTITUDE, DAN BRAND ATTACHMENT* PELANGGAN KEDAI KOPI EXCELSELO PAKUWON TRADE CENTER DI SURABAYA.

(xi + 195 halaman: 18 gambar, 55 tabel, 6 lampiran)

Excelso adalah merek kopi dari perusahaan Kapal Api Group yang telah menjadi produsen kopi terbesar di Indonesia. Excelso juga memiliki kedai kopi yang pertama kali dibuka pada bulan September 1991 di Plaza Indonesia, Jakarta. Excelso sekarang telah berkembang menjadi salah satu kedai kopi yang memiliki reputasi baik di Indonesia, sehingga memiliki jaringan lebih dari 100 outlet yang hadir di lebih dari 30 kota besar di Negara Indonesia.

Penelitian ini bertujuan untuk mengetahui pengaruh Sensory, Affective, Behavioral, dan Intellectual terhadap Brand Loyalty melalui Brand Satisfaction, Brand Attitude dan Brand Attachment pelanggan kedai kopi Excelso di Pakuwon Trade Center Surabaya. Manfaat yang diharapkan dalam penelitian ini yaitu menambah wawasan dan pengetahuan terhadap ilmu manajemen serta mengenai pengaruh dari variabel-variabel yang ada dalam penelitian ini.

Penelitian ini bersifat kausal dengan metode kuantitatif dan dengan menggunakan software AMOS 24.0 untuk membantu mengolah data primer dari 120 pelanggan kedai kopi Excelso Pakuwon Trade Center di Surabaya yang berhasil dikumpulkan dengan menggunakan teknik Snowball Sampling. Karakteristik responden yang ada dalam penelitian ini yaitu pria dan wanita, berusia 18-60 tahun, berdomisili di Surabaya, tahun dan pernah mengunjungi Exselco selama 2 kali dalam waktu 6 bulan terakhir.

Pada penelitian ini, diperoleh hasil bahwa terdapat 3 hipotesis yang berpengaruh positif tetapi tidak signifikan dan 7 hipotesis yang berpengaruh positif dan signifikan dalam meningkat Brand Loyalty kedai kopi Excelso di Pakuwon Trade Center Surabaya.

Kata Kunci: Sensory, Affective, Behavioral, Intellectual, Brand Satisfaction, Brand Attitude, Brand Attachment, Brand Loyalty

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF SENSORY, AFFECTIVE, BEHAVIORAL, INTELLECTUAL ON BRAND LOYALTY THROUGH BRAND SATISFACTION, BRAND ATTITUDE, AND BRAND ATTACHMENT OF EXCELSE PAKUWON TRADE CENTER COFFEE SHOP CUSTOMERS IN SURABAYA.

(xi + 195 pages: 18 pictures, 55 tables, 6 attachment)

Excelso is a coffee brand from the Kapal Api Group company which has become the largest coffee producer in Indonesia. Excelso also has a coffee shop that first opened in September 1991 at Plaza Indonesia, Jakarta. Excelso has now developed into one of the most reputable coffee shops in Indonesia, so it has a network of more than 100 outlets present in more than 30 major cities in Indonesia.

This study aims to determine the effect of Sensory, Affective, Behavioral, and Intellectual on Brand Loyalty through Brand Satisfaction, Brand Attitude and Brand Attachment of Excelso coffee shop customers at Pakuwon Trade Center Surabaya. The expected benefits in this study are to add insight and knowledge to management science and regarding the influence of the variables in this study.

This research is causal with quantitative methods and by using AMOS 24.0 software to help process primary data from 120 Excelso Pakuwon Trade Center coffee shop customers in Surabaya who were successfully collected using the Snowball Sampling technique. The characteristics of respondents in this study are men and women, aged 18-60 years, domiciled in Surabaya, year and have visited Exselco for 2 times within the last 6 months.

In this study, the results show that there are 3 hypotheses that have a positive but insignificant effect and 7 hypotheses that have a positive and significant effect in increasing Brand Loyalty of Excelso coffee shops at Pakuwon Trade Center Surabaya.

Keyword: Sensory, Affective, Behavioral, Intellectual, Brand Satisfaction, Brand Attitude, Brand Attachment, Brand Loyalty