ABSTRAK

Novia Krusita 01011180366

ANALISIS PENGARUH *PERCEIVED INTERACTIVITY*, *SENSE OF MEMBERSHIP, SOCIAL INFLUENCE, SPECIAL TREATMENT, COMMUNITY SATISFACTION* TERHADAP *BRAND LOYALTY*

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived interactivity*, *sense of membership*, *special treatment*. *social influence* terhadap brand loyalty dan *community satisfaction*. Penelitian ini menggunakan pendekatan penelitian kuantitatif dimana data dikumpulkan melalui kuesioner online Google Forms. Penelitian ini dilakukan di Indonesia dan mengambil responden dari kota di Indonesia. Sampel dalam penelitian ini adalah sebanyak 520 responden. Data dianalisis menggunakan outer . Outer model terdiri dari uji validitas dan uji reliabilitas, sedangkan inner model diuji melalui R-square, uji hipotesis *(bootstrapping),* dan uji multikolinearitas. Hasil penelitian ini menunjukkan *perceived interactivity* berpengaruh positif dan signifikan terhadap *brand loyalty, perceived interactivity* berpengaruh positif dan signifikan terhadap *community satisfaction, perceived interactivity* berpengaruh positif dan signifikan terhadap *sense of membership*, *perceived interactivity* berpengaruh positif dan signifikan terhadap *social influence*, *perceived interactivity* berpengaruh positif dan signifikan terhadap *special treatment*, *sense of membership* berpengaruh positif dan signifikan terhadap *community satisfaction*, *social influence* berpengaruh positif dan signifikan terhadap *community satisfaction*. *special treatment* berpengaruh positif dan signifikan terhadap *community satisfaction*, *community satisfaction* berpengaruh positif dan signifikan terhadap *brand loyalty*

Kata Kunci : *perceived interactivity*, *sense of membership, social influence, special treatment*, *community satisfaction* terhadap *brand loyalty*

ABSTRACT

This study aims to analyze the effect of perceived interactivity, sense of membership, special treatment. social influence on brand loyalty and community satisfaction. This study uses a quantitative research approach where data is collected through the Google Forms online questionnaire. This research was conducted in Indonesia and took respondents from cities in Indonesia. The sample in this study were 520 respondents. Data is analyzed using outer . The outer model consists of validity and reliability tests, while the inner model is tested through R-square, hypothesis testing (bootstrapping), and multicollinearity testing. The results of this study indicate that perceived interactivity has a positive and significant effect on brand loyalty, perceived interactivity has a positive and significant effect on community satisfaction, perceived interactivity has a positive and significant effect on sense of membership, perceived interactivity has a positive and significant effect on social influence, perceived interactivity has a positive and significant effect significant to special treatment, sense of membership has a positive and significant effect on community satisfaction, social influence has a positive and significant effect on community satisfaction. special treatment has a positive and significant effect on community satisfaction, community satisfaction has a positive and significant effect on brand loyalty

Keywords: perceived interactivity, sense of membership, social influence, special treatment, community satisfaction on brand loyalty