

ABSTRAK

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ANALISIS PENGARUH BRAND IMAGE, SERVICE QUALITY DAN CUSTOMER EXPERIENCE TERHADAP CUSTOMER SATISFACTION SEBAGAI VARIABEL MEDIASI DALAM MEMBENTUK CUSTOMER LOYALTY MEMBER CELEBRITY FITNESS DI JABODETABEK

(xvi + 89 halaman: 2 gambar; 27 tabel; 2 Lampiran)

Abstrak: Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel moderating pada hubungan antara Brand image, Service Quality, Customer Experience, terhadap Customer Satisfaction sebagai variabel intervening untuk membangun Customer Loyalty member Celebrity Fitness di wilayah JABODETABEK. Data diperoleh dengan menyebarkan kuesioner dengan pendekatan Deskriptif Kuantitatif. Terdapat 176 Responden yang diperoleh dari penelitian ini. Teknik pengambilan sampel yang digunakan adalah non-probability sampling. Data dianalisis menggunakan Model Persamaan Struktural dengan alat Analisis Smart-PLS. Hasil penelitian ini menunjukkan bahwa Berdasarkan analisis yang dihasilkan oleh PLS-SEM, diketahui bahwa 7 hipotesis penelitian dapat diterima. Berdasarkan analisis tersebut dapat disimpulkan bahwa untuk membangun loyalitas pelanggan, Celebrity Fitness harus memperhatikan beberapa faktor penting dalam variabel penelitian ini. Berbagai variabel yang dapat meningkatkan loyalitas pelanggan yang pengaruhnya paling kuat adalah peningkatan kepuasan pelanggan.

Kata Kunci: *Citra Merek, Kualitas Layanan, Pengalaman Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan*

Referensi: 65 (1999-2022)

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY AND CUSTOMER EXPERIENCE ON CUSTOMER SATISFACTION AS A MEDIATION VARIABLE IN FORMING CUSTOMER LOYALTY MEMBER CELEBRITY FITNESS IN JABODETABEK

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Abstract: The purpose of this study was to determine the effect of moderating variables on the relationship between Brand Image, Service Quality, Customer Experience, and Customer Satisfaction as intervening variables for building Customer Loyalty for Celebrity Fitness members in the JABODETABEK area. Data were obtained by distributing questionnaires with a Quantitative Descriptive approach. There are 176 respondents obtained from this study. The sampling technique used is non-probability sampling. Data were analyzed using the Structural Equation Model with the Smart-PLS Analysis tool. The results of this study indicate that based on the analysis produced by PLS-SEM, it is known that the 7 research hypotheses are acceptable. Based on this analysis it can be concluded that to build customer loyalty, Celebrity Fitness must pay attention to several important factors in this research variable. Various variable that can increase customer loyalty with the strongest influence is the increase in customer satisfaction.

Keywords: Brand Image, Service Quality, Customer Experience, Customer Satisfaction, Customer Loyalty

Reference: 65 (1999-2022)

