

ABSTRAK

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PENGARUH *CUSTOMER BRAND EXPERIENCE* TERHADAP *BRAND LOYALTY* PENGGUNA *SMART PHONE*; APAKAH USIA MENJADI MODERATOR?

(xiv + 104 halaman; 11 gambar; 28 tabel)

Tujuan penelitian ini adalah untuk menguji dan menganalisa pengaruh *customer brand experience* terhadap *affective commitment* dan *calculative commitment* serta *brand loyalty* pada konsumen *smartphone* dan usia pelanggan memoderasi asosiasi *customer brand experience* dan komitmen afektif, komitmen kalkulatif, dan loyalitas merek konsumen *smartphone*. Populasi penelitian ini adalah konsumen yang telah melakukan pembelian *smartphone* dalam kurun waktu 6 bulan terakhir dengan penyebaran kuesioner pada 252 responden. Penelitian ini menggunakan teknik sampling purposive sampling. Analisis data dalam penelitian ini menggunakan SEM-PLS. Hasil penelitian ini menunjukkan *customer brand experience* berpengaruh positif terhadap *affective* dan *calculative commitment* serta *brand loyalty*. Usia konsumen tidak dapat memoderasi hubungan antara *customer brand experience* terhadap *affective* dan *calculative commitment* konsumen *smartphone*. Usia konsumen tidak memoderasi hubungan antara *customer brand experience* dan *calculative commitment* terhadap *brand loyalty* konsumen *smartphone*. Usia konsumen memoderasi hubungan antara *affective commitment* terhadap *brand loyalty* konsumen *smartphone*.

Kata kunci: *customer brand experience*, *affective commitment*, *calculative commitment*, *brand loyalty*

Referensi: 53

ABSTRACT

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THE INFLUENCE OF *CUSTOMER BRAND EXPERIENCE* ON *BRAND LOYALTY* OF *SMART PHONE* USERS; IS AGE A MODERATOR?

(xiv + 104 pages; 11 figures; 28 tables)

The aim of this research is to test and analyze the influence of *customer brand experience* on *affective commitment* and *calculative commitment* as well as *brand loyalty* in *smartphone* consumers and *customer age* moderates the association of *customer brand experience* and *affective commitment*, *calculative commitment* and *brand loyalty* of *smartphone* consumers. The population of this research is consumers who have purchased a *smartphone* within the last 6 months by distributing questionnaires to 252 respondents. This research uses a purposive sampling technique. Data analysis in this research used SEM-PLS. The results of

this research show that customer brand experience has a positive effect on affective and calculative commitment and brand loyalty. Consumer age cannot moderate the relationship between customer brand experience and affective and calculative commitment of smartphone consumers. Consumer age does not moderate the relationship between customer brand experience and calculative commitment to smartphone consumer brand loyalty. Consumer age moderates the relationship between affective commitment and brand loyalty of smartphone consumers

Keywords: customer brand experience, affective commitment, calculative commitment, brand loyalty

References: 53

