

## **ABSTRAK**

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### **THE EFFECT OF CONSUMER EXPERIENCE ON CONSUMER LOYALTY MEDIATED BY BRAND EQUITY AND SATISFACTION ON THE SOMETHINC BRAND.**

This study aims to determine consumer experience, brand equity, brand satisfaction on customer loyalty. This study uses a quantitative approach method with data collection methods through electronic questionnaires, namely Goggle Form which is distributed through online media such as Whatsapp, Line, and Instagram. The technique used in this research is non-probability sampling using judgment sampling with a total of 280 respondents. The results of the existing research concluded that there were 5 hypotheses supported and 3 hypotheses rejected. Where there is a positive relationship and influence between, Brand Equity positively mediates the relationship between Consumer Experience and Consumer Loyalty, Consumer Satisfaction positively mediates the relationship between Consumer Experience and Consumer Loyalty, Brand Equity and Consumer Satisfaction positively mediate the relationship between Consumer Experience and Consumer Loyalty, Age moderates the relationship between Consumer Experience, Brand Equity, Consumer Satisfaction and Consumer Loyalty and Gender moderates the relationship between Consumer Experience, Brand Equity, Consumer Satisfaction and Consumer Loyalty,

Keywords: Customer Experience; Brand Equity; Customer Satisfaction; Customer Loyalty, Age, and Gender.

Reference: 167

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### **PENGARUH PENGALAMAN KONSUMEN TERHADAP LOYALITAS KONSUMEN DIMEDIASI OLEH EKUITAS DAN KEPUASAN MEREK PADA MEREK SOMETHINC**

Penelitian ini bertujuan untuk mengetahui Pengalaman konsumen, Ekuitas merek, Kepuasan merek pada Loyalitas pelanggan. Penelitian ini menggunakan metode pendekatan kuantitatif dengan metode pengumpulan data melalui kuesioner elektronik yakni Goggle Form yang disebarakan melalui media *online* seperti Whatsapp, Line, dan Instagram. Teknik yang dipakai dalam penelitian ini ialah *non-probability sampling* dengan menggunakan *judgement sampling* dengan jumlah 280 responden. Hasil penelitian yang ada menyimpulkan bahwa terdapat 5 hipotesis didukung dan 3 hipotesis ditolak. Dimana terdapat hubungan dan pengaruh positif antara, Ekuitas Merek memediasi secara positif hubungan antara Pengalaman Konsumen dan Loyalitas Konsumen, Kepuasan Konsumen memediasi secara positif hubungan antara Pengalaman Konsumen dan Loyalitas Konsumen, Ekuitas Merek dan Kepuasan Konsumen memediasi secara positif hubungan antara Pengalaman Konsumen dan Loyalitas Konsumen, Usia memoderasi hubungan antara Pengalaman Konsumen, Ekuitas Merek, Kepuasan Konsumen dan Loyalitas Konsumen dan Jenis Kelamin memoderasi hubungan antara Pengalaman konsumen, Ekuitas Merek, Kepuasan Konsumen dan Loyalitas Konsumen,

Keyword: Pengalaman Pelanggan; Ekuitas Merek; Kepuasan Pelanggan; Loyalitas Pelanggan, Usia, dan Jenis Kelamin.

Referensi: 167