

ABSTRAK

Iron Wesly (01619220040)

APAKAH PENGALAMAN MEREK, KEPUASAN, PENCARIAN VARIASI, DAN KETERLIBATAN PELANGGAN BERPENGARUH TERHADAP LOYALITAS PADA RESTORAN HAI DI LAO?

(xv + 106 halaman; 16 gambar; 22 tabel; 3 lampiran)

Penelitian ini bertujuan untuk menganalisis apakah pengalaman merek, kepuasan, pencarian variasi, dan keterlibatan pelanggan berpengaruh terhadap loyalitas pada Restoran Hai Di Lao. Populasi penelitian ini adalah orang Indonesia yang pernah bersantap di Restoran Hai Di Lao dengan menyebarkan kuesioner kepada total 238 responden. Penelitian ini menggunakan teknik purposive sampling dalam pengambilan data. Data dianalisis menggunakan PLS-SEM (Partial Least Squares Structural Equation Modeling). Hasil penelitian menginvestigasi pengaruh dari Pengalaman Merek (afektif, sensori, perilaku, intelektual). Data dianalisis melalui PLS-SEM (Partial Least Squares Structural Equation Modeling). Hasilnya mengeksplorasi pengaruh pengalaman merek, yang terdiri dari faktor Perilaku, Sensorik, dan Intelektual, yang berdampak positif terhadap kepuasan. Namun, pengalaman merek afektif tidak berpengaruh positif terhadap kepuasan pelanggan. Kepuasan pelanggan, pada gilirannya, mempunyai dampak positif pada keterlibatan pelanggan. Keterlibatan pelanggan berpengaruh positif terhadap Loyalitas. Di sisi lain, pencarian variasi tidak mempunyai dampak negatif pada keterlibatan merek. Penelitian ini memberikan kontribusi terhadap pemahaman variabel-variabel yang mempengaruhi pengalaman merek, pencarian variasi, kepuasan pelanggan, keterlibatan pelanggan, dan loyalitas.

Kata Kunci: Pengalaman Merek; afektif; sensori; perilaku; intelektual; kepuasan pelanggan; pencarian variasi; keterlibatan pelanggan dan loyalitas

Referensi: 112 (1943-2023)

ABSTRACT

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DO BRAND EXPERIENCE, SATISFACTION, VARIETY SEARCHING AND CUSTOMER ENGAGEMENT AFFECT LOYALTY TO HAI RESTAURANTS IN LAO?

(xv + 106 pages; 16 figures; 22 table; 3 appendices)

This research aims to analyze whether brand experience, satisfaction, variety seeking, and customer involvement influence loyalty to Hai Di Lao Restaurant. The population of this study were Indonesians who had dined at Hai Di Lao Restaurant by distributing questionnaires to a total of 238 respondents. This research uses a purposive sampling technique in collecting data. Data were analyzed using PLS-SEM (Partial Least Squares Structural Equation Modeling). The research results investigate the influence of Brand Experience (affective, sensory, behavioral, intellectual). Data were analyzed via PLS-SEM (Partial Least Squares Structural Equation Modeling). The results explore the influence of brand experience, consisting of Behavioral, Sensory and Intellectual factors, which positively impact satisfaction. However, affective brand experience does not have a positive effect on customer satisfaction. Customer satisfaction, in turn, has a positive impact on customer engagement. Customer involvement has a positive effect on Loyalty. On the other hand, variety seeking does not have a negative impact on brand engagement. This research contributes to the understanding of the variables that influence brand experience, variety seeking, customer satisfaction, customer engagement, and loyalty.

Keywords: Brand Experience; affective; sensory; behavior; intellectual; customer satisfaction; variety seeking; customer engagement and loyalty

Reference: 112 (1943-2023)