ABSTRAK

Penelitian ini bertujuan mengukur seberapa kuatnya hubungan dari persepsi kualitas, persepsi nilai dari biaya, identifikasi merk, kepercayaan, keselarasan gaya hidup untuk membentuk kepuasan pelanggan hingga memunculkan loyalitas merk. Jenis penelitiannya adalah kuantitatif. Teknik pengumpulan datanya menggunakan kuesioner dengan skala Likert nilai 1-5. Teknik samplingnya menggunakan purposive sampling adalah karena penelitian ini membutuhkan karakteristik tertentu yaitu responden berusia 16 hingga 40 tahun, pernah membeli merek H&M minimal 2 kali. Responden dalam studi pendahuluan berjumlah 50 orang dan studi actual 290 orang. Pengolahan data menggunakan Partial Least Square – Structural Equation Modeling (PLS-SEM) dan diolah dengan menggunakan software SmartPLS. Hasil penelitian menunjukan persepsi kualitas berpengaruh positif dan signifikan terhadap kepuasan pelanggan, persepsi nilai dari biaya berpengaruh positif dan signifikan terhadap kepuasan pelanggan, identifikasi merk berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kepercayaan merk berpengaruh positif dan signifikan terhadap kepuasan pelanggan, keselarasan gaya hidup berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas merk, persepsi kualitas berpengaruh terhadap loyalitas merk melalui kepuasan pelanggan, persepsi nilai dari biaya berpengaruh terhadap loyalitas merk melalui kepuasan pelanggan, identifikasi merk berpengaruh terhadap loyalitas merk melalui kepuasan pelanggan, kepercayaan merk berpengaruh terhadap loyalitas merk melalui kepuasan pelanggan dan keselarasan gaya hidup berpengaruh terhadap loyalitas merk melalui kepuasan pelanggan.

Kata Kunci : persepsi kualitas, persepsi nilai dari biaya, identifikasi merk, kepercayaan, keselarasan gaya hidup, kepuasan pelanggan, loyalitas merk

ABSTRACT

This research aims to measure how strong the relationship is between perceived quality, perceived value of cost, brand identification, trust, lifestyle harmony to form customer satisfaction and give rise to brand loyalty. The type of research is quantitative. The data collection technique uses a questionnaire with a Likert scale of 1-5. The sampling technique uses purposive sampling because this research requires certain characteristics, namely respondents aged 16 to 40 years, who have purchased the H&M brand at least twice. There were 50 respondents in the preliminary study and 290 people in the actual study. Data processing uses Partial Least Square – Structural Equation Modeling (PLS-SEM) and processed using SmartPLS software. The research results show that perceived quality has a positive and significant effect on customer satisfaction, perceived value of costs has a positive and significant effect on customer satisfaction, brand identification has a positive and significant effect on customer satisfaction, brand trust has a positive and significant effect on customer satisfaction, lifestyle harmony has a positive effect and significant on customer satisfaction, customer satisfaction has a positive and significant effect on brand loyalty, perceived quality has an effect on brand loyalty through customer satisfaction, perceived value of costs has an effect on brand loyalty through customer satisfaction, brand identification has an effect on brand loyalty through customer satisfaction, brand trust influences brand loyalty through customer satisfaction and lifestyle harmony influences brand loyalty through customer satisfaction.

Keywords: perceived quality, perceived value of cost, brand identification, trust, lifestyle harmony, customer satisfaction, brand loyalty