

## ABSTRACT

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### **The Influence of Brand Experience, Customer Satisfaction, Brand Love, and Brand Trust towards Brand Loyalty on Booking.com**

**(xiii + 106 pages: 5 Figures, 15 Tables, 1 Appendix)**

Due to globalization and the rapid development of international business, the use of smartphones is increasing all over the world. The smartphone industry has grown rapidly in recent years, and since then the number of online travel agencies has increased. For the past few years, Booking.com has been the world's leading brand in the technology industry and has maintained its global market share, but not in Indonesia. Over the last few years, Indonesia's Booking.com market has gradually lost its share. Therefore, this study will be used to identify any issues that have arisen and make some suggestions on how Booking.co can improve its share of the Indonesian online travel agency market.

The purpose of this study is to analyze and test the impact of brand experience, customer satisfaction, brand trust, and brand love on brand loyalty. This research approach is a quantitative survey using a data collection method using an electronic survey from Google Forms. The survey will be conducted in Indonesia and Booking.com consumers will be the respondents to the survey. Measurements for the outer and inner models are calculated by SmartPLS 3 Full Ver. Carry out structural equation modeling to test the structural relationship within the theoretical framework of this research. The results of this study show that all aspects of brand experience have a positive and significant impact on customer satisfaction, brand trust, and brand love. However, brand trust and love do not significantly affect brand loyalty, unlike customer satisfaction that has a significant impact on brand loyalty. However, from the perspective of customer satisfaction, brand trust and brand love as an intermediary, customer satisfaction as an intermediary has a significant impact on brand experience and brand loyalty. For further investigation, it is advisable to increase the sample size with cultural background.

***Keywords:*** *Brand Experience; Customer Satisfaction; Brand Trust; Brand Love; Brand Loyalty.*

***References :*** *64*