

## **ABSTRACT**

Jason Nathanael Winarto (01801170016)

### **THE IMPACT OF NISSAN'S PHYSICAL ENVIRONMENT AND STAFF BEHAVIOUR TOWARDS BRAND LOYALTY (NISSAN ALAM SUTERA)**

Brand is considered as an intangible asset that may be very precious for a company or organisation to possess, it will help them create their identity and to figure out what is it they want to achieve. Emotional brand attachment taps deeply into the affective realm and focuses on specific and different forms of emotions as a root of the development of brand loyalty. The main goal of this research is to look at the nature of the relationship between service quality and the three components of an automobile dealership's emotional brand attachment. The secondary goal is to look into the influence of emotional brand attachment components on brand loyalty, and the third goal is to look into the mediation effect of emotional brand attachment components on the service quality–brand loyalty relationship. Finally, the differential effect reflects customer behaviour, which encompasses their general opinion of the brand, as well as their preferences and behaviour toward it. This research will be concentrating on one specific car manufacturer brand branch which is Nissan, and to allow a more focused a research one branch will be used as the source of sample and that is Nissan's Alam Sutera dealership, located at Alam Sutera, Tangerang Selatan, Banten. A specific sample of 163 respondents were gathered. The respondents has to be a customer of Nissan and bought their automobile at Nissan Alam Sutera dealership branch and has to be above 17 years old. All of the data is processed using SmartPLS ver. 3.3.2 software. Findings of this research shows that self-brand connection has a significant effect on the relationship between staff behaviour and physical quality with brand loyalty. However, all the variables leans more towards first-time visitors compared to repeat visitors and conclude that the variables are insignificant and irrelevant for this research.

References: 31 (1979 – 2021)

Keywords: Emotional Brand Attachment, Brand Passion, Brand Affection, Self-brand Connection, Brand Loyalty