

ABSTRAK

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PENGARUH *BRAND IMAGE*, *BRAND SATISFACTION*, DAN *BRAND TRUST* TERHADAP *BRAND LOYALTY* PELANGGAN STARBUCKS
(XII + 81 halaman ; 2 gambar ; 20 tabel + lampiran)

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh antara Brand Image, Brand Satisfaction, Dan Brand Trust terhadap Brand Loyalty. Penelitian ini akan membahas Coffee Shop yaitu Starbucks menggunakan pendekatan kuantitatif dengan metode pengumpulan data kuisisioner. Kuisisioner berupa Google Form disebarkan kepada responden yang berdomisili di Jabodetabek maupun non-Jabodetabek. Model pengukuran pada penelitian ini dianalisis dengan menggunakan aplikasi SmartPLS 3.0. Terdiri dari model luar yaitu uji validitas dan uji reliabilitas, serta model dalam yang menguji R-square, T-statistik dan P-value. SEM digunakan untuk menguji hubungan konstruk dalam kerangka teori penelitian ini. Penelitian menunjukkan bahwa Brand Image, Brand Satisfaction, dan Brand Trust memiliki hubungan yang signifikan terhadap Brand Loyalty. Seluruh variabel dan hubungannya dikaitkan kepada Starbucks sebagai coffee shop di Indonesia. Penelitian ini diharapkan dapat berguna bagi Starbucks serta memperluas kontribusi penelitian sebelumnya.

Referensi : (2000-2022)

Kata Kunci : Brand Image, Brand Satisfaction, Brand Trust, Brand Loyalty, Starbucks

ABSTRACT

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INFLUENCE OF BRAND IMAGE, BRAND SATISFACTION, AND BRAND TRUST TO STARBUCKS CUSTOMER BRAND LOYALTY

(XII + 81 pages ; 2 pictures ; 20 tables + attachments)

The purpose of this study was to determine the effect of Brand Image, Brand Satisfaction, and Brand Trust on Brand Loyalty. This study will discuss the Coffee Shop, namely Starbucks using a quantitative approach with questionnaire data collection methods. The questionnaire is in the form of a Google Form which is distributed to respondents who are domiciled in Jabodetabek and non-Jabodetabek. The measurement model in this study was analyzed using the SmartPLS 3.0 application. It consists of an external model, namely validity and reliability tests, as well as an internal model that tests R-square, T-statistics and P-value. SEM is used to test the relationship between constructs within the theoretical framework of this research. Research shows that Brand Image, Brand Satisfaction, and Brand Trust have a significant relationship to Brand Loyalty. All variables and interactions with Starbucks as a coffee shop in Indonesia. This research is expected to be useful for Starbucks and contribute to previous research.

References : (2000-2022)

Keyword : Brand Image, Brand Satisfaction, Brand Trust, Brand Loyalty, Starbucks