

ABSTRAK

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PENGARUH *BRAND IMAGE* TRAC ASTRA TERHADAP *BRAND LOYALTY* DENGAN *BRAND TRUST*, *BRAND SATISFACTION*, DAN *BRAND EXPERIENCE* SEBAGAI VARIABEL MEDIASI

(XIV + 77 hal + 25 tabel + 4 gambar)

Penelitian ini bertujuan untuk menguji pengaruh citra merek (*brand image*) TRAC Astra terhadap loyalitas merek (*brand loyalty*) dengan memperhatikan peran mediasi dari kepercayaan merek (*brand trust*), kepuasan merek (*brand satisfaction*), dan pengalaman merek (*brand experience*). Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei, dimana data dikumpulkan melalui kuesioner yang disebarakan kepada pengguna layanan TRAC Astra. Sampel penelitian terdiri dari 414 responden yang dipilih secara acak. Analisis data dilakukan menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa citra merek TRAC Astra memiliki pengaruh positif dan signifikan terhadap kepercayaan merek, kepuasan merek, dan pengalaman merek. Selain itu, kepercayaan merek, kepuasan merek, dan pengalaman merek juga terbukti berpengaruh positif dan signifikan terhadap loyalitas merek. Temuan ini mengindikasikan bahwa untuk meningkatkan loyalitas pelanggan, TRAC Astra perlu memperkuat citra mereknya serta fokus pada peningkatan kepercayaan, kepuasan, dan pengalaman pelanggan.

Kata Kunci: Citra Merek, Kepercayaan Merek, Kepuasan Merek, Pengalaman Merek, Loyalitas Merek, TRAC Astra

Referensi: 60 referensi (1998 – 2024)

ABSTRACT

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THE INFLUENCE OF TRAC ASTRA'S BRAND IMAGE ON BRAND LOYALTY WITH BRAND TRUST, BRAND SATISFACTION, AND BRAND EXPERIENCE AS MEDIATION VARIABLES

(XIV + 77 pages + 25 tables + 4 pictures)

This research aims to examine the influence of TRAC Astra's brand image on brand loyalty by paying attention to the mediating role of brand trust, brand satisfaction and brand experience. The research method used is quantitative with a survey approach, where data is collected through questionnaires distributed to TRAC Astra service users. The research sample consisted of 414 respondents selected randomly. Data analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. The research results show that the TRAC Astra brand image has a positive and significant influence on brand trust, brand satisfaction and brand experience. Apart from that, brand trust, brand satisfaction and brand experience have also been proven to have a positive and significant effect on brand loyalty. These findings indicate that to increase customer loyalty, TRAC Astra needs to strengthen its brand image and focus on increasing customer trust, satisfaction and experience.

Keywords: Brand Image, Brand Trust, Brand Satisfaction, Brand Experience, Brand Loyalty, TRAC Astra

References: 60 references (1998 – 2024)