

ABSTRAK

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HUBUNGAN KONSUMEN ETNOSENTRISME, PENGALAMAN MEREK, DAN KUALITAS LAYANAN ELEKTRONIK TERHADAP LOYALITAS MEREK DENGAN MEDIASI KEPUASAN PELANGGAN DI PASAR NIKE INDONESIA

(xvii + 127 halaman; 32 tabel; 14 gambar; 3 lampiran)

Penelitian ini menyelidiki pengaruh kualitas layanan elektronik, pengalaman merek, dan etnosentrisme konsumen terhadap kepuasan pelanggan dan loyalitas merek di pasar Indonesia, dengan fokus pada merek global seperti Nike. Pendekatan kuantitatif digunakan, dengan data yang dikumpulkan dari 207 responden melalui *Google Forms* dan dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa etnosentrisme konsumen berpengaruh positif terhadap loyalitas merek, tetapi tidak terhadap kepuasan pelanggan. Pengalaman merek secara signifikan meningkatkan kepuasan pelanggan, namun tidak berpengaruh langsung terhadap loyalitas merek. Kualitas layanan elektronik berpengaruh positif terhadap loyalitas merek, namun tidak berpengaruh pada kepuasan pelanggan. Kepuasan pelanggan memiliki pengaruh langsung positif terhadap loyalitas merek, namun tidak memediasi hubungan antara etnosentrisme atau pengalaman merek dengan loyalitas merek. Temuan ini menyarankan agar merek global meningkatkan kualitas layanan elektronik dan fokus pada kepuasan pelanggan untuk memperkuat loyalitas merek di pasar digital yang kompetitif.

Referensi : 147 (1987-2024)

Kata Kunci : Konsumen Etnosentrisme, Pengalaman merek, Kualitas Layanan Elektronik, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

Havana (01619230026)

THE RELATIONSHIP OF CONSUMER ETHNOCENTRISM, BRAND EXPERIENCE, AND ELECTRONIC SERVICE QUALITY TOWARDS BRAND LOYALTY WITH CUSTOMER SATISFACTION MEDIATING IN THE INDONESIAN NIKE MARKET

(xvii + 127 pages; 32 Tables; 14 figures; 3 appendix)

This study investigates the impact of electronic service quality, brand experience, and consumer ethnocentrism on customer satisfaction and brand loyalty in the Indonesian market, focusing on global brands like Nike. A quantitative approach was used, with data collected from 207 respondents via Google Forms and analyzed through Partial Least Squares Structural Equation Modelling (PLS-SEM). The results reveal that consumer ethnocentrism positively influences brand loyalty but not customer satisfaction. Brand experience significantly enhances customer satisfaction but does not directly affect brand loyalty. Electronic service quality is found to positively influence brand loyalty, but its effect on customer satisfaction is not supported. Customer satisfaction has a direct positive effect on brand loyalty, but does not mediate the relationship between ethnocentrism or brand experience and brand loyalty. These findings suggest that global brands should enhance e-service quality and focus on customer satisfaction to strengthen brand loyalty in a competitive digital landscape.

Reference : 147 (1987-2024)

Keywords : *Consumer ethnocentrism, Brand experience, Electronic Service Quality, Customer Satisfaction, Brand Loyalty*