

ABSTRAK

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PENGARUH *PRICE*, *TASTE EXPERIENCE*, *VIRAL MARKETING ACTIVITY*, *E-WORD OF MOTUH*, *BRAND TRUST* YANG DI MEDIASI *CUSTOMER SATISFACTION* DAN DAMPAKNYA TERHADAP *BRAND LOYALTY* PADA PRODUK MIXUE DI JABODETABEK 2024

(xi + 87 halaman; 17 tabel; 11 gambar; 6 lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh *Price*, *Taste Experience*, *Viral Marketing Activity*, *E-Word of Mouth* terhadap *Brand Loyalty* dengan *Customer Satisfaction* sebagai variabel mediasi. Penelitian ini dilakukan pada produk Mixue yang berlokasi di Jabodetabek dengan melibatkan 149 responden. Penelitian menggunakan teknik *sampling non-probability sampling* dengan jenis *purposive sampling*. Konstruksi model dan keterkaitannya di uji menggunakan *partial least squares structural equation modeling* (PLS-SEM). Pengumpulan data dilakukan dengan menyebarkan kuesioner melalui *Google Form* yang berisi 32 pernyataan dengan Skala Likert 1 – 5. Hasil penelitian ini menyatakan bahwa *price* berpengaruh positif namun tidak signifikan terhadap *customer satisfaction*. Penelitian ini juga menunjukkan hasil bahwa *taste experience*, *viral marketing activity*, *e-word of mouth*, dan *brand trust* berpengaruh positif dan signifikan terhadap *customer satisfaction*, dan *brand trust* berpengaruh positif dan signifikan terhadap *brand loyalty*. Selain itu, hasil juga menunjukkan hasil bahwa *customer satisfaction* berperan signifikan memediasi pengaruh brand trust terhadap *brand loyalty*.

Referensi : 53 (1988 - 2024)

Kata Kunci : *Price*, *Taste Experience*, *Viral Marketing Activity*, *E-Word of Mouth*, *Brand Trust*, *Customer Satisfaction*, *Brand Loyalty*.

ABSTRAK

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THE INFLUENCE OF PRICE, TASTE EXPERIENCE, VIRAL MARKETING ACTIVITY, E-WORD OF MOUTH, BRAND TRUST MEDIATED BY CUSTOMER SATISFACTION AND THE EFFECT ON BRAND LOYALTY AT MIXUE IN JABODETABEK 2024

(xi + 87 pages; 17 tables; 11 figures; 6 appendices)

This study was conducted to determine the influence of Price, Taste Experience, Viral Marketing Activity, and E-Word of Mouth on Brand Loyalty, with Customer Satisfaction as the mediating variable. The research was carried out on Mixue products in the Jabodetabek area, involving 149 respondents. The study employed a non-probability sampling technique, specifically purposive sampling. The model construction and its relationships were tested using partial least squares structural equation modeling (PLS-SEM). Data collection was conducted by distributing a questionnaire through Google Forms containing 32 statements measured on a Likert scale ranging from 1 to 5. The findings of this study indicate that Price has a positive but not significant effect on Customer Satisfaction. The study also shows that Taste Experience, Viral Marketing Activity, E-Word of Mouth, and Brand Trust have a positive and significant effect on Customer Satisfaction, while Brand Trust has a positive and significant effect on Brand Loyalty. Additionally, the results demonstrate that Customer Satisfaction plays a significant role in mediating the effect of Brand Trust on Brand Loyalty.

Reference : 53 (1988-2024)

Key Words : Price, Taste Experience, Viral Marketing Activity, E-Word of Mouth, Brand Trust, Customer Satisfaction, Brand Loyalty.