

**PENGARUH *BRAND EXPERIENCE*, *BRAND TRUST* DAN
BRAND SATISFACTION TERHADAP *BRAND LOYALTY* PADA
PRODUK DAMELIA (STUDI KASUS PADA KONSUMEN
DAMELIA DI REMBANG)**

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ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh *Brand Experience*, *Brand Trust* dan *Brand Satisfaction* terhadap konsumen yang pernah membeli produk Damelia. *Brand Experience*, *Brand Trust* dan *Brand Satisfaction* sebagai variabel independen dan *Brand Loyalty* sebagai variabel dependen. Jenis penelitian yang dilakukan dalam penelitian ini adalah kuantitatif yang ditujukan untuk menguji hipotesis. Dengan teknik pengambilan sampel yaitu *purposive sampling* dengan minimal sampel sebanyak 96. Jumlah responden yang berhasil terkumpul sebanyak 159, tetapi yang memenuhi kriteria hanya 99 responden. Pengujian hipotesis yang dilakukan dalam penelitian ini menggunakan analisis regresi linier berganda dengan bantuan alat statistik *Statistical Package For The Social Sciences* (SPSS) versi 25. Hasil penelitian ini menunjukkan bahwa *Brand Experience* berpengaruh terhadap *Brand Loyalty* dengan tingkat signifikansi sebesar 0.002. *Brand Trust* tidak berpengaruh terhadap *Brand Loyalty* dengan tingkat signifikansi 0.195. *Brand Satisfaction* berpengaruh terhadap *Brand Loyalty* dengan tingkat signifikansi sebesar 0.000 dan ketiga variabel independen *Brand Experience*, *Brand Trust* dan *Brand Satisfaction* berpengaruh secara simultan terhadap *Brand Loyalty*.

Kata kunci: *Brand Experience*, *Brand Trust*, *Brand Satisfaction* dan *Brand Loyalty*

THE INFLUENCE OF BRAND EXPERIENCE, BRAND TRUST AND BRAND SATISFACTION ON BRAND LOYALTY ON DAMELIA PRODUCTS (CASE STUDY ON DAMELIA CONSUMERS IN REMBANG)

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ABSTRACT

This research was conducted with the aim of knowing the effect of Brand Experience, Brand Trust and Brand Satisfaction on consumers who have purchased Damelia products. Brand Experience, Brand Trust and Brand Satisfaction as independent variables and Brand Loyalty as the dependent variable. The type of research conducted in this research is quantitative which is intended to test hypotheses. The sampling technique is purposive sampling with a minimum sample of 96. The number of respondents who have been collected is 159, but only 99 respondents meet the criteria. Hypothesis testing was carried out in this study using multiple linear regression analysis with the help of the Statistical Package For The Social Sciences (SPSS) version 25 statistical tool. The results of this study indicate that Brand Experience has an effect on Brand Loyalty with a significance level of 0.002, Brand Trust has no effect on Brand Loyalty with a significance level of 0.195, Brand Satisfaction has an effect on Brand Loyalty with a significance level of 0.000, and the three independent variables Brand Experience, Brand Trust, Brand Satisfaction simultaneously affect Brand Loyalty.

Keywords: Brand Experience, Brand Trust, Brand Satisfaction and Brand Loyalty