

**PENGARUH BRAND PERSONALITY, BRAND IMAGE, DAN  
BRAND EXPERIENCE TERHADAP BRAND LOYALTY  
DENGAN BRAND TRUST  
SEBAGAI VARIABEL MEDIASI  
(STUDI PADA KONSUMEN TRAVELOKA DI YOGYAKARTA)**

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***ABSTRACT***

*This study aims to examine: (1) the direct influence of brand personality on Traveloka consumers' brand loyalty, (2) the direct influence of brand image on Traveloka consumers' brand loyalty, (3) the direct influence of brand experience on Traveloka consumers' brand loyalty, (4) the influence of brand personality on Traveloka consumers' brand loyalty mediated by brand trust, (5) the influence of brand image on Traveloka consumers' brand loyalty mediated by brand trust, and (6) the influence of brand experience on Traveloka consumers' brand loyalty mediated by brand trust. The sampling technique was non-probability sampling with a purposive sampling method. Data were collected through an online questionnaire distributed to Traveloka consumers in Yogyakarta who had used and placed at least two orders via the Traveloka app within the last six months, the number of the respondents was 115. Data were analyzed using Partial Least Squares (PLS) and processed with SmartPLS. The results of the study show that: (1) brand personality has no direct influence on brand loyalty, (2) brand image has no direct influence on brand loyalty, (3) brand experience has no direct influence on brand loyalty, (4) brand personality influences brand loyalty through full mediation (fully mediated) by brand trust, (5) brand image influences brand loyalty through full mediation (fully mediated) by brand trust, and (6) brand experience influences brand loyalty through full mediation (fully mediated) by brand trust.*

*Keywords: Brand personality, Brand image, Brand experience, Brand Loyalty, Brand trust.*

## ABSTRACT

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh secara langsung *brand personality* terhadap *brand loyalty* konsumen Traveloka, (2) Pengaruh secara langsung *brand image* terhadap *brand loyalty* konsumen Traveloka, (3) Pengaruh secara langsung *brand experience* terhadap *brand loyalty* konsumen Traveloka, (4) Pengaruh *brand personality* terhadap *brand loyalty* konsumen Traveloka dengan dimediasi oleh *brand trust*, (5) Pengaruh *brand image* terhadap *brand loyalty* konsumen Traveloka dengan dimediasi oleh *brand trust*, dan (6) Pengaruh *brand experience* terhadap *brand loyalty* konsumen Traveloka dengan dimediasi oleh *brand trust*. Teknik pengambilan sampel pada penelitian ini menggunakan *non-probability sampling* dengan metode *purposive sampling*. Data diperoleh melalui penyebaran kuesioner secara online kepada konsumen Traveloka di Yogyakarta yang pernah menggunakan dan melakukan pemesanan minimal dua kali melalui aplikasi Traveloka dalam kurun waktu enam bulan terakhir, dengan jumlah responden sebanyak 115 orang. Analisis data menggunakan *Partial Least Square (PLS)* yang diolah dengan *SmartPLS*. Hasil penelitian ini menunjukkan bahwa: (1) *Brand personality* secara langsung tidak berpengaruh terhadap *brand loyalty*, (2) *Brand image* secara langsung tidak berpengaruh terhadap *brand loyalty*, (3) *Brand experience* secara langsung tidak berpengaruh terhadap *brand loyalty*, (4) *Brand personality* berpengaruh terhadap *brand loyalty* dengan dimediasi penuh (*fully mediated*) oleh *brand trust*, (5) *Brand image* berpengaruh terhadap *brand loyalty* dengan dimediasi penuh (*fully mediated*) oleh *brand trust*, dan (6) *Brand experience* berpengaruh terhadap *brand loyalty* dengan dimediasi penuh (*fully mediated*) oleh *brand trust*.

Kata Kunci: *Brand personality, Brand image, Brand experience, Brand Loyalty, Brand trust.*