

ABSTRAK

PENGARUH BRAND EXPERIENCE, BRAND ENGAGEMENT DAN BRAND COMMUNICATION TERHADAP BRAND LOYALTY PADA OBELIX SEA VIEW DENGAN BRAND TRUST SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *brand experience* terhadap *brand loyalty*, (2) pengaruh *brand engagement* terhadap *brand loyalty*, (3) pengaruh *brand communication* terhadap *brand loyalty*, (4) pengaruh *brand trust* terhadap *brand loyalty*, (5) pengaruh *brand experience* terhadap *brand loyalty* dengan dimediasi oleh *brand trust*, (6) pengaruh *brand engagement* terhadap *brand loyalty* dengan dimediasi oleh *brand trust*, (7) pengaruh *brand communication* terhadap *brand loyalty* dengan dimediasi oleh *brand trust*. Teknik pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dan teknik penentuan sampel menggunakan *purposive sampling*. Data pada penelitian ini diperoleh dengan membagikan kuesioner melalui *google form* kepada 393 responden sesuai dengan kriteria yang ditentukan. Teknik analisis data menggunakan *Structural Equation Modelling-Partial Least Square* (SEM-PLS) dengan aplikasi SmartPLS 4 versi 4.2.8. Berdasarkan analisis yang telah dilakukan, hasil dari penelitian ini yaitu: (1) *brand experience* berpengaruh terhadap *brand loyalty*, (2) *brand engagement* berpengaruh terhadap *brand loyalty*, (3) *brand communication* berpengaruh terhadap *brand loyalty*, (4) *brand trust* berpengaruh terhadap *brand loyalty*, (5) *brand trust* memediasi pengaruh *brand experience* terhadap *brand loyalty*, (6) *brand trust* memediasi pengaruh *brand engagement* terhadap *brand loyalty*, (7) *brand trust* memediasi pengaruh *brand communication* terhadap *brand loyalty*.

Kata kunci: *brand experience, brand engagement, brand communication, brand trust, brand loyalty*

ABSTRACT

THE EFFECT OF BRAND EXPERIENCE, BRAND ENGAGEMENT, AND BRAND COMMUNICATION ON BRAND LOYALTY AT OBELIX SEA VIEW WITH BRAND TRUST AS A MEDIATING VARIABLE

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This study aims to examine: (1) the effect of brand experience on brand loyalty, (2) the effect of brand engagement on brand loyalty, (3) the effect of brand communication on brand loyalty, (4) the effect of brand trust on brand loyalty, (5) the effect of brand experience on brand loyalty mediated by brand trust, (6) the effect of brand engagement on brand loyalty mediated by brand trust, and (7) the effect of brand communication on brand loyalty mediated by brand trust. The sampling technique used in this study was non-probability sampling with purposive sampling as the method for determining the sample. The data were collected by distributing questionnaires via Google Forms to 393 respondents who met the predetermined criteria. The data analysis technique employed was Structural Equation Modelling-Partial Least Square (SEM-PLS) using SmartPLS 4 version 4.2.8. Based on the analysis conducted, the results indicate that: (1) brand experience has an effect on brand loyalty, (2) brand engagement has an effect on brand loyalty, (3) brand communication has an effect on brand loyalty, (4) brand trust has an effect on brand loyalty, (5) brand trust mediates the effect of brand experience on brand loyalty, (6) brand trust mediates the effect of brand engagement on brand loyalty, and (7) brand trust mediates the effect of brand communication on brand loyalty.

Keywords: brand experience, brand engagement, brand communication, brand trust, brand loyalty