

ABSTRAK

Skripsi ini membahas bagaimana pengaruh *customer satisfaction*, *customer loyalty*, dan *expected switching cost* terhadap *brand preference* dan *repurchase intention* pada produk Luwak White Koffie. Data diperoleh melalui survey dengan menyebarkan kuesioner kepada 200 koresponden masyarakat di lingkungan Kota Tangerang. Teknik pengambilan sampel yang digunakan adalah *accidental sampling*, sedangkan alat analisis bantu yang digunakan adalah *Structural Equation Model* (SEM).

Hasil pengujian hipotesis menunjukkan terdapat pengaruh yang signifikan dari *customer satisfaction*, *customer loyalty*, dan *expected switching cost* terhadap *brand preference* yang selanjutnya berdampak juga terhadap *repurchase intention* – Luwak White Koffie. Untuk penelitian selanjutnya disarankan untuk melakukan penelitian pada produk lainnya, dengan lingkup penelitian diperluas.

Kata kunci : *customer satisfaction*, *customer loyalty*, *expected switching cost*, *brand preference*, dan *repurchase intention*.

ABSTRACT

This thesis discusses how to influence customer satisfaction, customer loyalty, and expected switching cost on brand preference and repurchase intention to products Luwak White Koffie. The data obtained through the survey by distributing questionnaires to 200 people in an environment correspondent Tangerang City. The sampling technique used was accidental sampling, while the auxiliary analysis tool used is the Structural Equation Model (SEM).

Hypothesis testing results showed significant influence of customer satisfaction, customer loyalty, and switching costs expected to further impact brand preference is also to repurchase intention - Luwak White Koffie. For further research is recommended to do some research on other products, with the expanded scope of the study.

Keywords: customer satisfaction, customer loyalty, expected switching cost, brand preference, and repurchase intention.