

## **ABSTRACT**

*This study aims to examine and analyze the effect of functional brand image, symbolic brand image and experimental brand image to brand attitude and the implication to brand loyalty, for case study of Jakarta Fair Kemayoran 2015. The sampling method used was non-probability sampling with accidental / convenience sampling. From 200 questionnaire, 197 fulfill the criteria as samples. The method of analysis used in this study is PLS-SEM. The results showed that functional brand image have significant positive effect to brand attitude, symbolic brand image have significant positive effect to brand attitude, experimental brand image have significant positive effect to brand attitude and brand attitude have significant positive effect to brand loyalty. Experimental brand image is the biggest significant variable in influencing brand attitude.*

*Keywords : functional brand image, symbolic brand image, experimental brand image, brand attitude, brand loyalty*



## ABSTRAK

Penelitian ini menguji dan menganalisis pengaruh *functional brand image*, *symbolic brand image* dan *experimental brand image* terhadap *brand attitude* dan implikasi terhadap *brand loyalty*, pada studi kasus *event* Jakarta Fair Kemayoran 2015. Data penelitian merupakan data pengunjung Jakarta Fair Kemayoran 2015. Metode sampling yang digunakan adalah non-probability sampling dengan *accidental / convenience sampling*. Dari 200 kuesioner yang disebar, 197 memenuhi kriteria sebagai sampel. Metode analisis yang digunakan adalah PLS-SEM. Hasil penelitian menunjukkan *Functional brand image* berpengaruh signifikan positif terhadap *brand attitude*, *symbolic brand image* berpengaruh signifikan positif terhadap *brand attitude*, *experimental brand image* berpengaruh signifikan positif terhadap *brand attitude*, dan *brand attitude* berpengaruh signifikan positif terhadap *brand loyalty*. *Experimental brand image* yang paling besar pengaruhnya terhadap *brand attitude*.

Kata kunci : *functional brand image*, *symbolic brand image*, *experimental brand image*, *brand attitude*, *brand loyalty*



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