

ABSTRAK

Penelitian ini untuk mengetahui pengaruh *brand experience*, terhadap *brand loyalty* dengan *brand intimacy*, *brand commitment*, dan *brand passion* sebagai mediasi. Penelitian ini menggunakan *Triangular Theory of Love*. Objek penelitian ini adalah pada pengguna *mobile data* dari suatu merek operator seluler yang telah menggunakan paket *mobile data* minimal 6 bulan yang tersebar di 6 Kota besar yang ada di Pulau Jawa, yaitu Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, dan Tangerang. Pendekatan yang digunakan dalam penelitian ini adalah Structural Equation Model (SEM) dengan menggunakan software statistik Smart-PLS versi 4.1. Berdasarkan hasil penelitian terhadap 204 responden maka diperoleh hasil penelitian yang menyatakan *brand experience* secara signifikan mempengaruhi *brand intimacy*, *brand experience* secara signifikan mempengaruhi *brand commitment*, *brand experience* secara signifikan mempengaruhi *brand passion*, *brand experience* tidak berpengaruh secara signifikan terhadap *brand loyalty*, *brand intimacy* tidak berpengaruh secara signifikan terhadap *brand loyalty*, *brand commitment* secara signifikan mempengaruhi *brand loyalty*, *brand passion* secara signifikan mempengaruhi *brand loyalty*. Berdasarkan hubungan mediasinya, *brand intimacy* tidak mampu memediasi pengaruh *brand experience* terhadap *brand loyalty* (*non-mediation*), *brand commitment* mampu memediasi pengaruh *brand experience* terhadap *brand loyalty* secara penuh (*full mediation*), dan *brand passion* juga mampu memediasi pengaruh *brand experience* terhadap *brand loyalty* secara penuh (*full mediation*).

Kata Kunci: *Triangular Theory of Love*, *Brand Experience*, *Brand Intimacy*, *Brand Commitment*, *Brand Passion*, *Brand Loyalty*

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ABSTRACT

This study aims to determine the effect of brand experience on brand loyalty with brand intimacy, brand commitment and brand passion as mediation using the Triangular Theory of Love. The object of this research is mobile data package users from a cellular operator brand who have used mobile data packages for at least 6 months spread across 6 major cities on the island of Java, namely Jakarta, Bandung, Semarang, Yogyakarta, Surabaya and Tangerang. The approach used in this research is Structural Equation Model (SEM) using Smart-PLS statistical software version 4.1. Based on the results of research on 204 respondents, research results were obtained which stated that brand experience significantly affects brand intimacy, brand experience significantly affects brand commitment, brand experience significantly affects brand passion, brand experience does not significantly affects brand loyalty, brand intimacy does not significantly affects brand loyalty, brand commitment significantly affects brand loyalty, brand passion significantly affects brand loyalty. Based on the mediation relationship, brand intimacy is not able to mediate the effect of brand experience on brand loyalty (non-mediation), brand commitment is able to fully mediate effect of brand experience on brand loyalty (full mediation), and brand passion is also able to mediate the effect of brand experience on brand loyalty in full (full mediation).

Keywords: Triangular Theory of Love, Brand Experience, Brand Intimacy, Brand Commitment, Brand Passion, Brand Loyalty

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