

## ABSTRAK

Penelitian ini merupakan survei pada masyarakat kota Purwokerto. Penelitian ini mengambil judul :“Pengaruh *Self Congruity & Brand Experience* terhadap *Brand loyalty* dengan *Brand Satisfaction* sebagai variabel mediasi (Studi Pada Konsumen Motor Honda di Purwokerto)”.

Populasi dalam penelitian ini adalah masyarakat Purwokerto pengguna sepeda motor Honda. Sampel pada penelitian ini sebanyak 217 responden yang diambil menggunakan metode *purpose random sampling*.

Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis *Structural Equation Modeling* (SEM) diolah dengan *software* AMOS menunjukkan bahwa : (1) *Self Congruity* berpengaruh positif terhadap *Brand Satisfaction*. (2) *Brand Experience* berpengaruh positif terhadap *Brand Satisfaction*. (3) *Self Congruity* berpengaruh positif terhadap *Brand Loyalty*. (4) *Brand Experience* berpengaruh positif terhadap *Brand Loyalty*. (5) *Brand Satisfaction* berpengaruh positif terhadap *Brand Loyalty*. (6) *Brand Satisfaction* dapat memediasi *Self Congruity* Terhadap *Brand Loyalty* secara signifikan. (7) *Brand Satisfaction* dapat memediasi *Brand Experience* terhadap *Brand Loyalty* secara signifikan.

**Kata kunci : Self Congruity, Brand Experience, Brand Satisfaction, Brand Loyalty**



## SUMMARY

*This research is a survey on the people of the city of Purwokerto. This study takes the title: "The Influence of Self Congruity and Brand Experience on Brand Loyalty with Brand Satisfaction As Mediating (study on Consumer of Honda motorcycles in Purwokerto)".*

*The population in this research were people of Purwokerto who use Honda motorcycles. The sample in this research was 217 respondents who were taken using a purpose random sampling method.*

*Based on the results of research conducted using Structural Equation Modeling (SEM) processed with AMOS software, it shows that: (1) Self Congruity has a significant positive effect on Brand Satisfaction. (2) Brand Experience has a significant positive effect on Brand Satisfaction. (3) Self Congruity has a significant positive effect on Brand Loyalty. (4) Brand Experience has a significant positive effect on Brand Loyalty. (5) Brand Satisfaction has a significant positive effect on Brand Loyalty. (6) Brand Satisfaction can significantly mediate Self Congruity towards Brand Loyalty. (8) Brand Satisfaction can significantly mediate Brand Experience on Brand Loyalty.*

**Keywords:** *Self Congruity, Brand Experience, Brand Satisfaction, Brand Loyalty*

