

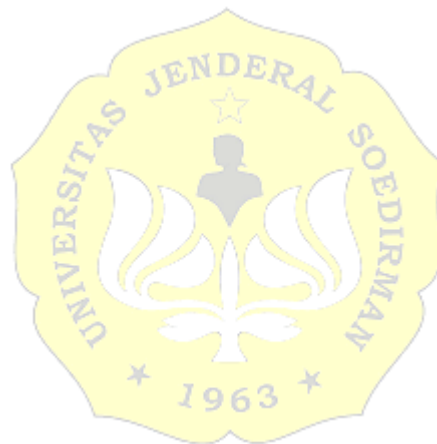
RINGKASAN

Penelitian ini bertujuan untuk menguji kembali pengaruh pengalaman merek dan keakraban merek, kepuasan merek dan keterikatan merek. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Sampel yang digunakan dalam penelitian ini adalah seluruh pengguna skincare yang berjumlah 255 responden. Data penelitian diperoleh dari hasil pengisian kuesioner dan dianalisis dengan menggunakan teknik analisis SEM dengan bantuan program SEM PLS.

Hasil penelitian ini menunjukkan bahwa : (1) Pengalaman merek berpengaruh positif dan signifikan terhadap keterikatan merek semakin tinggi pengalaman merek maka semakin tinggi keterikatan merek demikian sebaliknya semakin rendah pengalaman merek maka semakin rendah keterikatan merek; (2)Keakraban merek berpengaruh positif dan signifikan terhadap keterikatan merek, semakin tinggi keakraban merek maka semakin tinggi keterikatan merek demikian sebaliknya semakin rendah keakraban merek maka semakin rendah keterikatan merek; (3) Pengalaman merek berpengaruh positif dan signifikan terhadap kepuasan merek, semakin tinggi pengalaman merek maka semakin tinggi kepuasan merek demikian sebaliknya semakin rendah pengalaman merek maka semakin rendah ke merek; (4) Keakraban merek berpengaruh positif dan signifikan terhadap kepuasan merek, semakin tinggi keakraban merek maka semakin tinggi kepuasan merek demikian sebaliknya semakin rendah keakraban merek maka semakin rendah kepuasan merek; ; (5) Kepuasan merek berpengaruh positif dan signifikan terhadap keterikatan merek, semakin tinggi kepuasan merek maka semakin tinggi keterikatan merek demikian sebaliknya semakin rendah kepuasan merek maka semakin rendah keterikatan merek (6) Pengalaman merek berpengaruh tidak langsung terhadap keterikatan merek melalui kepuasan merek, pengalaman merek berpengaruh secara tidak langsung terhadap ketertarikan merek dengan dimediasi oleh kepuasan merek; (7) Keakraban merek berpengaruh

tidak langsung terhadap keterikatan merek melalui kepuasan merek, keakraban merek berpengaruh secara tidak langsung terhadap keterikatan merek dengan dimediasi oleh kepuasan merek.

Kata Kunci : Pengalaman Merek, Keakraban Merek, Kepuasan Merek, Keterikatan Merek



SUMMARY

This research aims to reexamine the influence of brand experience and brand familiarity, brand satisfaction and brand attachment. The approach used in this research is a quantitative approach. The sample used in this research was all skincare users, totaling 255 respondents. Research data was obtained from the results of filling out a questionnaire and analyzed using SEM analysis techniques with the help of the SEM PLS program.

The results of this research show that: (1) Brand experience has a positive and significant effect on brand attachment. The higher the brand experience, the higher the brand attachment. Conversely, the lower the brand experience, the lower the brand attachment; (2) Brand familiarity has a positive and significant effect on brand attachment, the higher the brand familiarity, the higher the brand attachment, and vice versa, the lower the brand familiarity, the lower the brand attachment; (3) Brand experience has a positive and significant effect on brand satisfaction, the higher the brand experience, the higher the brand satisfaction, conversely, the lower the brand experience, the lower the brand; (4) Brand familiarity has a positive and significant effect on brand satisfaction, the higher the brand familiarity, the higher the brand satisfaction, and vice versa, the lower the brand familiarity, the lower the brand satisfaction; ; (5) Brand satisfaction has a positive and significant effect on brand attachment, the higher the brand satisfaction, the higher the brand attachment, vice versa, the lower the brand satisfaction, the lower the brand attachment (6) Brand experience has an indirect effect on brand attachment through brand satisfaction, brand experience has an indirect effect on brand attraction mediated by brand satisfaction; (7) Brand familiarity has an indirect effect on brand attachment through brand satisfaction, brand familiarity has an indirect effect on brand attachment mediated by brand satisfaction.

Keywords: Brand Experience, Brand Familiarity, Brand Satisfaction, Brand Attachment