

ABSTRAK

Penelitian ini termasuk penelitian asosiatif kausal dengan judul “Pengaruh Pengalaman Merek dan Kredibilitas Merek yang Dimediasi oleh *Self-brand Connection* terhadap Loyalitas Merek pada Coffee At Home Purwokerto.” Tujuan penelitian ini yaitu menganalisis pengaruh pengalaman merek terhadap *self-brand connection*, menganalisis pengaruh kredibilitas merek terhadap *self-brand connection*, menganalisis pengaruh *self-brand connection* terhadap loyalitas merek, menganalisis pengaruh pengalaman merek terhadap loyalitas merek, menganalisis pengaruh kredibilitas merek terhadap loyalitas merek, menganalisis pengaruh mediasi *self-brand connection* antara pengalaman merek terhadap loyalitas merek, menganalisis pengaruh mediasi *self-brand connection* antara kredibilitas merek terhadap loyalitas merek. Populasi dalam penelitian ini adalah konsumen Coffee At Home Purwokerto. Pengambilan sampel dalam penelitian ini menggunakan metode *nonprobability sampling* dengan teknik *purposive sampling*. Teknik pengumpulan data dengan cara penyebaran kuesioner dan memperoleh 147 responden. Data dianalisis menggunakan *Varianve-Based Partial Least Square* (SEM-PLS) dan diolah dengan *software* SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) pengalaman merek berpengaruh positif terhadap *self-brand connection*. (2) kredibilitas merek berpengaruh positif terhadap *self-brand connection*. (3) *self-brand connection* berpengaruh positif terhadap loyalitas merek. (4) pengalaman merek tidak berpengaruh terhadap loyalitas merek. (5) kredibilitas merek berpengaruh terhadap loyalitas merek. (6) *self-brand connection* tidak memediasi pengaruh antara pengalaman merek terhadap loyalitas merek. (7) *self-brand connection* tidak memediasi pengaruh antara kredibilitas merek terhadap loyalitas merek. Implikasi penelitian ini menunjukkan pentingnya mengembangkan model loyalitas merek dengan mempertimbangkan variabel mediasi lain seperti kepuasan merek atau *emotional value*. Secara praktis, kredibilitas merek terbukti menjadi kunci utama dalam membangun loyalitas merek, sehingga Coffee At Home perlu menjaga reputasi merek dan kualitas menu secara konsisten. Di sisi lain, pendekatan yang lebih personal seperti program loyalitas berbasis pengalaman dapat membantu memperkuat hubungan emosional antara konsumen dengan merek.

Kata kunci: Pengalaman Merek, Kredibilitas Merek, *Self-brand Connection*, Loyalitas Merek

ABSTRACT

This research is a causal associative research with the title “The Effect of Brand Experience and Brand Credibility Mediated by Self-brand Connection on Brand Loyalty at Coffee At Home Purwokerto.” The purpose of this study is to analyze the effect of brand experience on self-brand connection, analyze the effect of brand credibility on self-brand connection, analyze the effect of self-brand connection on brand loyalty, analyze the effect of brand experience on brand loyalty, analyze the effect of brand credibility on brand loyalty, analyze the effect of self-brand connection mediation between brand experience and brand loyalty, analyze the effect of self-brand connection mediation between brand credibility on brand loyalty. The population in this study were consumers of Coffee At Home Purwokerto. Sampling in this study using nonprobability sampling method with purposive sampling technique. Data collection techniques by distributing questionnaires and obtaining 147 respondents. The data were analyzed using Variance-Based Partial Least Square (PLS-SEM) and processed with SmartPLS 4 software: (1) brand experience has a positive effect on self-brand connection. (2) brand credibility has a positive effect on self-brand connection. (3) self-brand connection has a positive effect on brand loyalty. (4) brand experience has no effect on brand loyalty. (5) brand credibility affects brand loyalty. (6) self-brand connection does not mediate the effect between brand experience and brand loyalty. (7) self-brand connection does not mediate the effect between brand credibility on brand loyalty. The implications of this study indicate the importance of developing brand loyalty models that take into account other mediating variables such as brand satisfaction or emotional value. In practical terms, brand credibility has proven to be the key to building brand loyalty, so Coffee At Home needs to maintain its brand reputation and menu quality consistently. On the other hand, a more personalized approach, such as an experience-based loyalty program, can help strengthen the emotional connection between consumers and the brand.

Keywords: Brand Experience, Brand Credibility, Self-brand Connection, Brand Loyalty