

ABSTRACT

This study aims to analyze THE EFFECT OF BRAND EXPERIENCE, BRAND SATISFACTION AND BRAND TRUST ON BRAND LOYALTY VESPA PIAGGIO. The background of this research lies in the increasing popularity of Vespa despite the presence of many competing two-wheeled vehicle brands. Loyalty among Vespa users remains strong due to emotional attachment, unique brand experiences, and a solid community base.

This research uses a quantitative method with a survey approach. The data were collected from 96 respondents who are Vespa Piaggio users and active members of Vespa communities in Purwokerto. Data analysis was conducted using Structural Equation Modeling (SEM) with AMOS software.

The results show that brand experience has a significant positive effect on brand satisfaction and brand trust. Furthermore, both brand satisfaction and brand trust significantly influence brand loyalty. The study also confirms that brand trust and brand satisfaction mediate the relationship between brand experience and brand loyalty. These findings highlight the importance of delivering consistent and satisfying brand experiences to foster long-term consumer loyalty.

The implications of this research are both managerial and theoretical. From a managerial perspective, companies, particularly in the automotive sector, should prioritize enhancing customer experiences through superior product quality, active community engagement, and reliable after-sales service, as strengthening both satisfaction and trust can lead to higher loyalty even in competitive markets. From a theoretical perspective, the research supports and extends previous findings in consumer behavior and brand management by emphasizing the mediating role of satisfaction and trust between brand experience and loyalty, thus contributing to the body of knowledge by providing empirical evidence from a specific community-based consumer segment.

Keywords: Brand Experience, Brand Satisfaction, Brand Trust, Brand Loyalty, Vespa Piaggio

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh brand experience, brand satisfaction, dan brand trust terhadap brand loyalty pada Vespa Piaggio. Latar belakang penelitian ini didasari oleh meningkatnya popularitas Vespa meskipun banyak merek kendaraan roda dua pesaing. Loyalitas pengguna Vespa tetap kuat karena adanya keterikatan emosional, pengalaman merek yang unik, dan basis komunitas yang solid. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Data dikumpulkan dari 96 responden yang merupakan pengguna Vespa Piaggio dan anggota aktif komunitas Vespa di Purwokerto. Analisis data dilakukan dengan menggunakan Structural Equation Modeling (SEM) melalui perangkat lunak AMOS. Hasil penelitian menunjukkan bahwa brand experience berpengaruh positif signifikan terhadap brand satisfaction dan brand trust. Selanjutnya, brand satisfaction dan brand trust berpengaruh signifikan terhadap brand loyalty. Penelitian ini juga mengonfirmasi bahwa brand trust dan brand satisfaction memediasi hubungan antara brand experience dan brand loyalty. Temuan ini menegaskan pentingnya memberikan pengalaman merek yang konsisten dan memuaskan untuk membangun loyalitas konsumen jangka panjang. Implikasi penelitian ini mencakup aspek manajerial dan teoretis. Dari sisi manajerial, perusahaan, khususnya di sektor otomotif, perlu memprioritaskan peningkatan pengalaman pelanggan melalui kualitas produk yang unggul, keterlibatan aktif komunitas, dan layanan purna jual yang andal, karena penguatan kepuasan dan kepercayaan dapat meningkatkan loyalitas bahkan di pasar yang kompetitif. Dari sisi teoretis, penelitian ini mendukung dan memperluas temuan sebelumnya dalam perilaku konsumen dan manajemen merek dengan menegaskan peran mediasi kepuasan dan kepercayaan merek antara pengalaman merek dan loyalitas, sehingga memberikan kontribusi pada pengembangan ilmu pengetahuan melalui bukti empiris dari segmen konsumen berbasis komunitas tertentu.

Kata Kunci: Brand Experience, Brand Satisfaction, Brand Trust, Brand Loyalty, Vespa Piaggio