

ABSTRACT

The purpose of this research is to determine, analyze and to prove the influence of: Brand Experience, Brand Trust and Brand Satisfaction in building Brand Loyalty in the Global Automobile Brand for MPV type in Surabaya.

The population targets in this study are the respondents who have a global brand car for MPV type in Surabaya. The population characteristics are the respondents who have bought and used a global brand car for MPV type for minimum 1 year, bought on private initiative and not a prize from a particular party, and live in Surabaya city, with total samples of 215 respondents were obtained from 5 times from the number of indicators of the research. The Datas were processed using Structural Equation Modeling (SEM).

The results of this research shows that the brand experience has significant influence on the Brand Satisfaction and the Brand Trust , but the Brand Experience doesn't influence significantly to Brand Loyalty .The result of the study also found that the variable of Brand Satisfaction and Brand Trust influence significantly to the Brand Loyalty.

Keywords: *Brand Experience, Brand Trust, Brand Satisfaction, Brand Loyalty, Global Automobile Brand.*

INTISARI

Tujuan dalam penelitian ini adalah untuk mengetahui, menganalisis dan membuktikan pengaruh dari: *Brand Experience*, *Brand Trust*, dan *Brand Satisfaction* dalam membangun *Brand Loyalty* pada *Global Automobile Brand* jenis MPV di Surabaya.

Target populasi dalam penelitian ini adalah responden yang memiliki mobil merek global jenis MPV di Surabaya. Karakteristik populasi yang ditetapkan adalah responden yang pernah membeli dan menggunakan mobil merek global jenis MPV minimal 1 tahun terakhir, membeli atas inisiatif pribadi dan bukan dari hadiah dari pihak tertentu, serta berdomisili di kota Surabaya, dengan jumlah sampel sebanyak 215 responden yang diperoleh dari 5 kali jumlah indikator penelitian. Data diolah dengan menggunakan *Structural Equation Modeling* (SEM).

Hasil penelitian ini menunjukkan bahwa *Brand Experience* berpengaruh signifikan terhadap *Brand Satisfaction* dan *Brand Trust*, namun *Brand Experience* tidak berpengaruh terhadap *Brand Loyalty*. Hasil penelitian juga menemukan bahwa variabel *Brand Satisfaction* dan *Brand Trust* berpengaruh signifikan terhadap *Brand Loyalty*.

Kata kunci : *Brand Experience*, *Brand Trust*, *Brand Satisfaction*, *Brand Loyalty*, *Global Automobile Brand*.