

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *brand experience*, *brand personality traits*, *brand prestige*, *brand trust*, *customer satisfaction* terhadap *brand loyalty* Café Starbucks di Surabaya.

Penelitian ini dilakukan dengan menggunakan *Structural Equation Modelling* dengan *software* SPSS 18.0 dan LISREL 8.7 for Windows. Penelitian ini mengambil data sebanyak 240 responden yang mengunjungi dan mengkonsumsi kopi merek Starbucks setiap 2 bulan.

Hasil penelitian ini menemukan bahwa *brand experience* berpengaruh positif terhadap *brand prestige*. *Brand personality* berpengaruh terhadap *brand prestige* dan *brand trust*. *Brand prestige* berpengaruh terhadap *brand trust*, *customer satisfaction* dan *attitudinal brand loyalty*. *Brand trust* berpengaruh terhadap *customer satisfaction* dan *behavioral brand loyalty* namun *brand trust* tidak berpengaruh terhadap *attitudinal brand loyalty*. Konsumen yang puas terhadap Starbucks memberikan pengaruh positif terhadap *attitudinal brand loyalty* dan *behavioral brand loyalty*. Terakhir, *attitudinal brand loyalty* tidak berpengaruh terhadap *behavioral brand loyalty*.

Kata kunci: *brand experience*, *brand personality*, *brand prestige*, *brand trust*, *brand loyalty*

## **ABSTRACT**

*The purpose of this study is to explore the effect brand experience, brand personality traits, brand prestige, brand trust, customer satisfaction on brand loyalty Starbucks Café at Surabaya.*

*This study using Structural Equation Modelling with SPSS 18.0 and LISREL 8.70 for Windows software. This study took 240 respondents who visit and consume Starbucks coffee every two weeks.*

*The result of this study found that brand experience has effect on brand prestige, brand personality has effect on brand prestige and brand trust, brand trust has effect on customer satisfaction and behavioral brand loyalty but brand trust has no effect on attitudinal brand loyalty. Consumer who satisfied with Starbucks brand give positive effect on attitudinal brand loyalty and behavioral brand loyalty. Finally, attitudinal brand loyalty has no effect on behavioral brand loyalty*

*Keywords: brand experience, brand personality, brand prestige, brand trust, brand loyalty*

