

INTISARI

Penelitian ini bertujuan untuk menguji dampak *consumer-based brand equity* terhadap *customer satisfaction* dan *brand loyalty* pada pelanggan kedai kopi *The Coffee Bean & Tea Leaf* atau *Maxx Coffee*. Dalam hal ini, *The Coffee Bean & Tea Leaf* merupakan kompetitor terkuat dari *Maxx Coffee*.

Penelitian ini dilakukan dengan menggunakan *Structural Equation Model* (SEM) dan diolah dengan bantuan software *Statistical Package for Social Sciences* (SPSS) versi 18 dan Lisrel 8.7. 150 responden diambil dari pelanggan *The Coffee Bean & Tea Leaf* yang telah berkunjung minimal 3x dalam 6 bulan terakhir, dan 150 pelanggan *Maxx Coffee* yang telah berkunjung minimal 3x dalam 6 bulan terakhir.

Hasil penelitian menunjukkan bahwa *staff behaviour*, *ideal self-congruence*, dan *lifestyle-congruence* merupakan faktor-faktor yang berpengaruh positif secara signifikan terhadap *customer satisfaction* di *The Coffee Bean & Tea Leaf*. *Physical quality* dan *brand identification* merupakan faktor-faktor yang tidak berpengaruh secara signifikan terhadap *customer satisfaction* di *The Coffee Bean & Tea Leaf*. *Physical quality* dan *staff behaviour* merupakan faktor-faktor yang berpengaruh positif secara signifikan terhadap *customer satisfaction* di *Maxx Coffee*. *Ideal self-congruence*, *brand identification*, dan *lifestyle-congruence* merupakan faktor-faktor yang tidak berpengaruh secara signifikan terhadap *customer satisfaction* di *Maxx Coffee*. Baik *The Coffee Bean & Tea Leaf* maupun *Maxx Coffee*, *customer satisfaction* memiliki pengaruh positif secara signifikan terhadap *brand loyalty*.

Kata kunci: *Brand Equity*, *Customer Satisfaction*, *Brand Loyalty*

ABSTRACT

This study investigates the effect of the brand equity on the customer satisfaction and the brand loyalty of The Coffee Bean & Tea Leaf or Maxx Coffee coffee shop's customers. The Coffee Bean & Tea Leaf is the strongest competitor of Maxx Coffee.

Data processing in this research using Structural Equation Modeling (SEM) operated by Statistical Package for Social Sciences program (SPSS) version 18 and Lisrel 8.7. 150 respondents were taken from The Coffee Bean & Tea Leaf customers who have been visiting at least 3x in the last 6 months, and 150 Maxx Coffee customers who have visited at least 3x in the last 6 months.

The results of this study found that staff behaviour, ideal self-congruence, and lifestyle-congruence are factors that have a significant positive effect on customer satisfaction at The Coffee Bean & Tea Leaf. Physical quality and brand identification are factors that have no significant effect on customer satisfaction at The Coffee Bean & Tea Leaf. Physical quality and staff behavior are factors that have a significant positive effect on customer satisfaction at Maxx Coffee. Ideal self-congruence, brand identification, and lifestyle-congruence are factors that have no significant effect on customer satisfaction at Maxx Coffee. However, in both of The Coffee Bean & Tea Leaf and Maxx Coffee, customer satisfaction has a significant positive effect on brand loyalty.

Keywords: Brand Equity, Costumer Satisfaction, Brand Loyalty