

**PENGARUH *CUSTOMER ENGAGEMENT*,
BRAND ATTACHMENT, *CUSTOMER TRUST*,
DAN *BRAND LOYALTY*
PADA TRAVELOKA INDONESIA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *customer engagement*, *brand attachment*, dan *customer trust* pada *brand loyalty* dengan objek penelitian Traveloka Indonesia. Jenis penelitian yang digunakan adalah *basic research* yang menggunakan 4 variabel yaitu *customer engagement*, *brand attachment*, *customer trust*, dan *brand loyalty*. Sumber data yang digunakan adalah data primer yaitu dengan menyebarkan kuesioner secara *online*. Sampel yang digunakan dalam penelitian ini sebanyak 205 kuesioner. Data akan dianalisa menggunakan SEM (*Structural Equation Modeling*) serta Uji Sobel dengan program SPSS (*Statistical Package for Social Sciences*) dan program AMOS 22.0.0. Hasil penelitian ini menunjukkan *customer engagement* memiliki pengaruh positif dan signifikan terhadap *brand attachment*, *customer trust*, dan *brand loyalty*. *Brand attachment* dan *customer trust* memiliki pengaruh positif dan signifikan terhadap *brand loyalty*. *Brand attachment* dan *customer trust* juga memediasi hubungan antara *customer engagement* terhadap *brand loyalty* Traveloka Indonesia secara positif dan signifikan.

Kata kunci : *customer engagement*, *brand attachment*, *customer trust*, *brand loyalty*

**THE IMPACT OF CUSTOMER ENGAGEMENT,
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AND BRAND LOYALTY
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ABSTRACT

The purpose of this study was to identify and analyze the impact of customer engagement, brand attachment, and customer trust on brand loyalty with Traveloka Indonesia object. The type of this research is basic research which uses 4 variables, that is customer engagement, brand attachment, customer trust, and brand loyalty. Source of data used is primary data that is by distributing online questionnaires. The sample use in this study was 205 respondents. The data will be analyzed using Structural Equation Modeling and Sobel Test via Statistical Package for Social Sciences program and AMOS program version 22.0.0. The result of this study indicate that customer engagement have positive and significant impact on brand attachment, customer trust, and brand loyalty. Brand attachment and customer trust have positive and significant impact on brand loyalty. Brand attachment and customer trust also mediates the relationship between customer engagement and brand loyalty on Traveloka Indonesia in a positive and significant way.

Keywords : customer engagement, brand attachment, customer trust, brand loyalty