

# FAKTOR-FAKTOR YANG MEMENGARUHI BRAND LOYALTY PADA *SPORT BRAND* DI SURABAYA

Jelena Wen  
Manajemen Pemasaran  
Dudi Anandya

## ABSTRAK

Tujuan dari dilakukannya penelitian ini adalah mengetahui faktor brand loyalty yaitu meliputi pengaruh *brand experience*, *perceived quality*, dan *brand trust* terhadap *brand loyalty sport brand* di Surabaya. Penelitian yang dilakukan merupakan *causal research* dengan pendekatan kuantitatif. Penelitian dilakukan menggunakan data responden sebanyak 160 responden. Proses analisis penelitian ini menggunakan model struktural menggunakan software SPSS25 dan LISREL 8.80. melalui analisa data, hasil penelitian yang didapatkan menunjukkan bahwa *brand experience* berpengaruh positif dan signifikan terhadap *brand loyalty*, kemudian *brand experience* berpengaruh positif dan signifikan terhadap *perceived quality*, *brand experience* berpengaruh positif dan signifikan terhadap *brand trust*, *perceived quality* berpengaruh positif dan signifikan terhadap *brand loyalty*, namun *brand trust* tidak berpengaruh positif dan tidak signifikan terhadap *brand loyalty*. Melalui hasil penelitian juga di dapatkan hasil bahwa *perceived quality* memiliki pengaruh memediasi hubungan antara *brand experience* dan *brand loyalty*, namun *brand trust tidak* memiliki pengaruh memediasi hubungan antara *brand experience* dan *brand loyalty*.

Kata Kunci: *Experience, Perceived Quality, Trust, Loyalty*

**FACTORS AFFECTING  
THE BRAND LOYALTY ON SPORT BRAND IN SURABAYA**

Jelena Wen  
Marketing Management  
Dudi Anandya

**ABSTRACT**

*The Purpose of this research and study was to determine the effect of brand experience, perceived quality, brand trust on brand loyalty of sport brand in the city of Surabaya. This research uses causal research with quantitative approach. This research uses Questionnaire data of 160 respondents. Analyze process in this research uses structural model with SPSS25 and LISREL 8.80. The result of this research and study shows that brand experience have positive and significant influence on brand loyalty, brand experience have positive and significant influence on perceived quality, brand experience have positive and significant influence on brand trust, perceived quality have positive and significant influence on brand loyalty, but brand trust have no effect on brand loyalty. Also from this research, the result shows that perceived quality mediating the relationship between brand experience and brand loyalty, but brand trust have no effect mediating the relationship between brand experience and brand loyalty.*

*Keyword: Experience, Perceived Quality, Trust, Loyalty*