ANALISIS PENGARUH *BRAND SATISFACTION* TERHADAP *BRAND LOYALTY* DARI G1 BRAZILIAN JIU-JITSU DI INDONESIA

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ABSTRAK

Brazilian Jiu-Jitsu merupakan jenis bela diri yang memiliki peminat di Indonesia, karena telah banyak perguruan Brazilian Jiu-Jitsu di Indonesia. Untuk berlatih Brazilian Jiu-Jitsu, sangat perlu untuk menggunakan pakaian khusus yang disebut dengan istilah "GI". Penelitian ini bertujuan untuk memahami faktor-faktor apa saja yang dapat memengaruhi loyalitas merek GI di Indonesia. Pengolahan data dilakukan dengan menggunakan *Structural Equation Modelling (SEM)* dengan menggunakan *software AMOS 24*. Penelitian ini menggunakan metode *non probability sampling* dengan jenis *purposive sampling*. Sebanyak 229 data primer diperoleh dari responden yang merupakan atlet atau praktisi Brazilian Jiu-Jitsu di Indonesia. Hasil penelitian ini menunjukkan adanya pengaruh positif signifikan antara *brand satisfaction* terhadap *emotional brand attachment*, *brand satisfaction* terhadap *brand love*, *emotional brand attachment* terhadap *brand love*, dan *emotional brand attachment* terhadap *brand loyalty*. Sedangkan terdapat hubungan yang tidak terdukung yakni *brand satisfaction* terhadap *brand loyalty,* dan *brand love* terhadap *brand loyalty*.

Kata kunci: GI di Indonesia, *Brand Satisfaction, Emotional Brand Attachment, Brand Love, Brand Loyalty*

ANALYSIS OF THE INFLUENCE OF BRAND SATISFACTION ON BRAND LOYALTY OF BRAZILIAN JIU-JITSU G1 IN INDONESIA

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ABSTRACT

Brazilian Jiu-Jitsu is a type of martial art that has gained popularity in Indonesia, as many Brazilian Jiu-Jitsu schools have been established in the country. To practice Brazilian Jiu-Jitsu, it is essential to wear a special uniform called a "GI." This study aims to understand the factors that influence GI brand loyalty in Indonesia. Data processing was conducted using Structural Equation Modeling (SEM) with AMOS 24 software. The study employed a non-probability sampling method with purposive sampling. A total of 229 primary data samples were collected from respondents who are athletes or practitioners of Brazilian Jiu-Jitsu in Indonesia. The results of this study indicate a significant positive influence between brand satisfaction and emotional brand attachment, brand satisfaction and brand love, emotional brand attachment and brand love, as well as emotional brand attachment and brand loyalty. However, unsupported relationships were found between brand satisfaction and brand loyalty, as well as between brand love and brand loyalty.

Keywords: Brazilian Jiu-Jitsu GI, Brand Satisfaction, Emotional Brand Attachment, Brand Love, Brand Loyalty