THE INFLUENCES OF PRODUCT QUALITY, BRAND EQUITY TOWARDS BRAND LOYALTY: THE MEDIATING FOR VARIETY SEEKING AMONG THE YOUNG CUSTOMERS OF UNIQLO IN SURABAYA

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FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
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APPROVAL PAGE

THESIS

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Acknowledge that this final research study report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published in internet or other media (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extend of copyright law.

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FOREWORDS

All praises to Jesus Christ for His blessings, love, wisdom, and guidance so that the researcher was able to complete this final assignment titled "The Influences of Product Quality, Brand Equity, Towards Brand Loyalty: The Mediating For Variety Seeking Among The Young Customers Of Uniqlo In Surabaya". This final assignment is written as one of the requirements to obtain the title of Bachelor of Management from Faculty of Business, Widya Mandala Catholic University Surabaya. During the writing process of final assignment, the researcher appreciates all the help, supports, guidance, advice and critics from various sources. Thus, the author would like to express gratitude to:

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Surabaya, 06 January 2021
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ABSTRACT

The fashion business is a type of business that is quite popular with consumers after the food business. Along with the development of the clothing, entertainment, technology and information industry, clothing styles have become a medium for users to be able to increase their self-confidence, look fashionable and support their lifestyle. Currently the fashion business is growing rapidly. This shows that the Indonesian people are very aware of looking attractive and stylish by following the development of developing fashion trends.

UNIQLO, which is a company engaged in Fast Retailing. This makes UNIQLO have many competitors, especially fashion brands that come from outside Asia. Although UNIQLO is the fastest growing brand, UNIQLO still cannot fully compete with large companies that have a stronger brand image. UNIQLO will always strive to maintain its existence among existing competitors by developing its products to be accepted and in accordance with consumer desires.

This research is a causal study and uses a purposive sampling technique. The total number of respondents is 150 respondents who live in Surabaya, at least 17-35 years old, had experiences using UNIQLO produts. In order to participate in this research, respondents must fill out the questionnaire given by the researcher through google form. The data that were collected then processed and analyzed by using Structural Equation Modeling technique with Smart PLS 3.0 as its tool. This research proved that Product Qualty, Brand Image, has a significant effect on Brand Loyalty. Meanwhile Brand Trust, and Variety Seeking as moderating insignificant effect on Brand Loyalty.

Keywords: Product Quality, Brand Image, Brand Trust, Brand Awareness, Variety Seeking, Brand Loyalty

ABSTRAK

Bisnis fashion merupakan salah satu bisnis yang cukup digemari konsumen setelah bisnis makanan. Seiring dengan perkembangan industri pakaian, hiburan, teknologi dan informasi, gaya pakaian menjadi salah satu media bagi pengguna untuk dapat meningkatkan rasa percaya diri, tampil modis dan mendukung gaya hidupnya. Saat ini bisnis fashion sedang berkembang pesat. Hal ini menunjukkan bahwa masyarakat Indonesia sangat sadar untuk tampil menarik dan stylish dengan mengikuti perkembangan trend fashion.

UNIQLO yang merupakan perusahaan bergerak di bidang Fast Retailing. Hal ini membuat UNIQLO memiliki banyak pesaing, terutama merek fashion yang berasal dari luar Asia. Meskipun UNIQLO adalah merek dengan pertumbuhan tercepat, UNIQLO masih belum dapat sepenuhnya bersaing dengan perusahaan besar yang memiliki citra merek lebih kuat. UNIQLO akan selalu berusaha untuk mempertahankan eksistensinya di antara para pesaing yang ada dengan mengembangkan produknya agar dapat diterima dan sesuai dengan keinginan konsumen.

Penelitian ini merupakan penelitian kausal dan menggunakan teknik purposive sampling. Jumlah total responden adalah 150 responden yang berdomisili di Surabaya, berusia minimal 17-35 tahun, pernah menggunakan produk UNIQLO. Untuk dapat mengikuti penelitian ini, responden harus mengisi kuesioner yang diberikan oleh peneliti melalui google form. Data yang terkumpul kemudian diolah dan dianalisis dengan menggunakan teknik Structural Equation Modeling dengan alat Smart PLS 3.0. Hasil penelitian membuktikan bahwa Kualitas Produk, Citra Merek berpengaruh signifikan terhadap Loyalitas Merek. Sedangkan Kepercayaan Merek, dan Pencarian Variasi sebagai moderasi berpengaruh tidak signifikan terhadap Kesetiaan Merek.

Kata Kunci: Kualitas Produk, Citra Merek, Kepercayaan Merek, Kesadaran Merek, Pencarian Variasi, Loyalitas Merek