

**THE INFLUENCE OF BRAND EXPERIENCE TOWARDS BRAND
LOYALTY THROUGH BRAND PERSONALITY
AND CUSTOMER SATISFACTION OF
REEBOK RUNNING SHOES
IN SURABAYA**

Thesis for S-1



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SURABAYA
2017

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IN SURABAYA**

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Obtain Bachelor Degree of Economy
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APPROVAL PAGE

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FOREWORD

The praise and gratitude of the author convey to the presence of the Jesus Christ for His grace and mercy. So the author can finish writing this final task well and on time. The final project entitled "The Influence of Brand Experience Toward Brand Loyalty Through Brand Personality And Customer Satisfaction At Reebok Running Shoes In Surabaya" to meet the completion requirements of Master Program Management S-1 Business Faculty of Widya Mandala Catholic University Surabaya.

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Author,

Vivian Eveline Raharjo

TABLE OF CONTENTS

COVER.....	i
APPROVAL PAGE.....	iii
RATIFICATION PAGE.....	iv
AUTHENTICITY STATEMENT.....	v
FOREWORD.....	vi
TABLE OF CONTENTS.....	ix
LIST OF TABLES.....	xiii
LIST OF FIGURES.....	xiv
LIST OF APPENDIX.....	xv
ABSTRACT.....	xvi
CHAPTER 1 INTRODUCTION.....	1
1.1Background.....	1
1.2 Problem Statement.....	8
1.3 Research Objectives.....	9
1.4 Significant of the Study.....	9
1.5 Systematic of Writting	10
CHAPTER 2 LITERATURE REVIEW	12
2.1 Previous Study.....	12
2.2 Theoretical Based.....	13
2.2.1 Brand Experience.....	13
2.2.2 Brand Personality.....	16
2.2.3 Customer Satisfaction.....	19
2.2.4 Brand Loyalty	23
2.3 Relationship among Variables	27

1. Brand Experience toward Brand Personality	27
2. Brand Experience toward Customer Satisfaction	27
3. Brand Personality toward Customer Satisfaction	28
4. Brand Personality toward Brand Loyalty	28
5. Customer Satisfaction toward Brand Loyalty	29
6. Brand Experience toward Brand Loyalty through Brand Personality	29
7. Brand Experience toward Brand Loyalty through Customer Satisfaction.....	30
2.3 Research Model.....	31
2.4 Hypothesis.....	32
CHAPTER 3 RESEARCH METHOD	33
3.1 Research Design.....	33
3.2 Research Identification	33
3.3 Operational Definition of Variables	33
3.4 Source and Type of Data	36
3.5 Variable Measurement	36
3.6 Data Collection Method.....	36
3.7 Population and Sample	37
3.8 Data Analysis Technique.....	38
3.8.1 Normality Test Data	39
3.8.2 Validity Test	39
3.8.3 Reliability Test	40
3.8.4 Overall Suitability Matching Test.....	40
3.8.5 Structural Model Fit	41
3.8.6 Hypotheses Test.....	42

CHAPTER 4 ANALYSIS AND DISCUSSION.....	43
4.1 Respondent Characteristic	43
4.2 Descriptive Statistics of Research Variables	44
4.2.1 Descriptive Statistic of Brand Experience Variable	45
4.2.2 Descriptive Statistic of Brand Personality Variable	46
4.2.3 Descriptive Statistic of Customer Satisfaction Variable	47
4.2.4 Descriptive Statistic of Brand Loyalty Variable	48
4.3 SEM Assumption Test	48
4.3.1 Normality Test.....	48
4.3.2 Validity Test	50
4.3.3 Reliability Test	51
4.4 Structural Equations	54
4.5 Overall Model Matching Test.....	56
4.6 Hypothesis Test.....	56
4.7 Discussion.....	59
4.7.1 Brand Experience affects toward Brand Personality Reebok Running Shoes in Surabaya	59
4.7.2 Brand Experience significantly affects toward Customer Satisfaction at Reebok Running Shoes in Surabaya	60
4.7.3 Brand Personality significantly affects toward Customer Satisfaction at Reebok Running Shoes in Surabaya	62
4.7.4 Brand Personality significantly affects toward Brand Loyalty at Reebok Running Shoes in Surabaya.....	63
4.7.5 Customer Satisfaction significantly affects toward Brand Loyalty at Reebok Running Shoes in Surabaya	64

4.7.6 Brand Experience significantly affects toward Brand Loyalty through Brand Personality	65
4.7.7 Brand Experience significantly affect toward Brand Loyalty through Customer Satisfaction	66
CHAPTER 5 CONCLUSION AND SUGGESTION	68
5.1 Conclusion	68
5.2 Suggestion.....	69
5.2.1 Academic Suggestion.....	69
5.2.2 Practical Suggestion	70
REFERENCES	
APPENDIX	

LIST OF TABLES

Table	Page
2.1 The Comparison Between Previous Studies and Current Study.....	13
2.2 Overall Suitability Matching Test	41
4.1 Respondent Characteristic Based on Age.....	43
4.2 Respondent Characteristic Based on Gender.....	43
4.3 Respondent Characteristic based on Ever Buy Reebok Running.....	44
4.4 Respondent Characteristic Based on Domicile.....	44
4.5 Interval Average Score.....	45
4.6 Descriptive Statistic of Brand Experience (X).....	46
4.7 Descriptive Statistic of Brand Personality (Y1).....	46
4.8 Descriptive Statistic of Customer Satisfaction (Y2).....	47
4.9 Descriptive Statistic of Brand Loyalty (Y3).....	48
4.10 Test of Univariate Normality for Continuous Variables.....	48
4.11 Test of Multivariate Normality for Continuous Variables.....	49
4.12 Validity Test Result.....	50
4.13 Brand Experience (X1).....	51
4.14 Brand Personality (Y1).....	52
4.15 Customer Satisfaction (Y2).....	53
4.16 Brand Loyalty (Y3).....	54
4.17 Goodness of Fit.....	56
4.18 Hypothesis Test.....	57

LIST OF FIGURES

Figure	Page
2.1 Levels of Brand Loyalty.....	26
2.2 Reserach Model.....	31

LIST OF APPENDIX

- Appendix 1. Questionnaire
- Appendix 2. Respondents answer
- Appendix 3. Respondent Characteristic
- Appendix 4. Descriptive Statistics
- Appendix 5. Validity Test
- Appendix 6. Reliability Test
- Appendix 7. Normality Test
- Appendix 8. SEM Test (Structural Equation Modelling)
- Appendix 9. Estimates Figure
- Appendix 10. Standardized Solution Figure
- Appendix 11. T-Value Figure

Pengaruh Brand Experience Terhadap Brand Loyalty Melalui Brand Personality dan Customer Satisfaction Pada Reebok Running Shoes Di Surabaya

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *brand experience* terhadap *brand loyalty* melalui *brand personality* dan *customer satisfaction* pada Reebok Running Shoes di Surabaya. Sampel yang digunakan adalah sebanyak 120 responden Reebok Running Shoes Surabaya dengan menggunakan skala likert 1-5. Data dikumpulkan dengan survei kuesioner dan selanjutnya diolah dengan teknik analisis *Structural Equation Model* dengan menggunakan program LISREL. Hasil menunjukkan bahwa seluruh variabel yaitu *Brand Experience*; *Brand Personality*; *Customer Satisfaction*; *Brand Loyalty* berpengaruh positif dan signifikan, maka dapat disimpulkan bahwa seluruh hipotesis diterima.

Bagi peneliti selanjutnya yang ingin melakukan penelitian sejenis dapat mencari data yang lebih banyak dan komplit, serta dapat menambah variabel lain seperti *Brand Trust*. Reebok Running Shoes Surabaya harus menjaga *Brand Experience* agar menciptakan *Brand Personality* yang baik, sehingga *Customer Satisfaction* dan dengan sendirinya *Brand Loyalty* dapat muncul dibenak konsumen seperti ingin merekomendasikan Reebok Running Shoes Surabaya kepada orang lain.

Kata Kunci: *Brand Experience, Brand Personality, Customer Satisfaction, Brand Loyalty*

The Influence of Brand Experience Towards Brand Loyalty Through Brand Personality and Customer Satisfaction Of Reebok Running Shoes In Surabaya

ABSTRACT

This study aims to determine the influence of brand experience towards brand loyalty through brand personality and customer satisfaction Reebok Running Shoes in Surabaya. The sample used in this research as many as 120 respondents of Reebok Running Shoes in Surabaya by using likert scale 1-5. Data were collected by questionnaire survey and further processed by Structural Equation Model analysis technique using LISREL program. The result showed that all variables: Brand Experience; Brand Personality; Customer Satisfaction; Brand Loyalty has positive and significant effect, it can be concluded that all hypotheses are accepted.

For subsequent researchers who want to conduct similar research can find more data and more complete, also can add other variables such as the Brand Trust. Reebok Running Shoes Surabaya have to maintain brand experience in order to create a good brand personality, so it can form customer satisfaction and brand loyalty by itself can appear in the minds of consumers as want to recommend Reebok Running Shoes Surabaya to others.

Keywords: Brand Experience, Brand Personality, Customer Satisfaction, Brand Loyalty.