

**IMPACT OF E-TAIL BRAND EXPERIENCE TO
BRAND TRUST, BRAND LOYALTY, AND
GENDER AS THE MODERATING
VARIABLE IN ZALORA**



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**INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA**

2019

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VARIABLE IN ZALORA**

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APPROVAL PAGE

THESIS

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ZALORA

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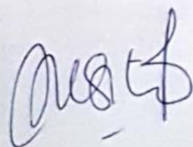
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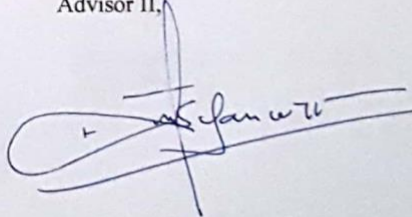
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FOREWORDS

Give thanks to Jesus Christ for all of His blessing that is given to the author so author able to complete the thesis titled “Impact of e-tail brand experience on brand trust, brand loyalty and gender as the moderating variable”. This thesis is written as the requirements for author to complete Bachelor of Management in Faculty of Business, Widya Mandala Catholic University Surabaya. During the writing process of this thesis, the author obtained a great amount of help, guidance, and support from various sources. Therefore, the author wants to say thanks and gratitude to:

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Researcher

Joceline Debora

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ABSTRAK

Landasan dari penelitian ini dikarenakan adanya pertumbuhan pesat dari internet membuat perubahan perilaku pembelian, dari yang membeli secara pasar konvensional, sekarang beralih ke pasar *online* perubahan ini sendiri terjadi karena pasar *online* memberikan banyak keuntungan seperti banyaknya pilihan pembayaran, potongan harga, dan juga menjual banyak jenis barang.

Penelitian ini bertujuan untuk menganalisa pengaruh E-Tail Brand experience pada Kepercayaan Merek dan Loyalitas Merek menggunakan Jenis Kelamin sebagai variable moderasi pada Zalora. Penelitian ini adalah penelitian kausal. Metode pengambilan data dalam penelitian ini adalah *purposive sampling*. Sampel yang digunakan sebanyak 150 responden yang mengetahui Zalora dan pernah berbelanja di Zalora. Alat ukur yang digunakan berupa kuesioner terbuka yang bisa disebarakan melalui media online. Teknik Analisa dalam penelitian ini adalah Structural Equation Modeling dengan penggunaan alat uji SPSS 23.

Penelitian ini membuktikan bahwa Pengalaman Merek Retail Online berpengaruh positif terhadap Kepercayaan Merek, Pengalaman Merek Retail Online berpengaruh positif terhadap Loyalitas Merek, Kepercayaan Merek berpengaruh positif terhadap Loyalitas Merek, sedangkan *gender* tidak memoderasi Hubungan antara Pengalaman Merek Retail Online dan Kepercayaan Merek dan hubungan antara Pengalaman Merek Retail Online dan Loyalitas merek juga tidak dimoderasi oleh *gender*.

Kata Kunci: Pengalaman Merek Retail Online, Kepercayaan Merek, Loyalitas Merek, dan Jenis Kelamin

ABSTRACT

Background of this study is due to rapid growth of internet making changes of buying behaviour, from buying through conventional market to online market. Buying from online market is offers many benefits such as more payment options, discount and selling various type of product.

This purpose of this study to analyze the E-Tail of brand experience in Brand Trust and Brand Loyalty using Gender as a moderating variable in Zalora. This research is causal research. The data collection method in this study was purposive sampling. The sample used was 150 respondents who knew Zalora and had purchase at Zalora. The measuring instrument used consists of an open questionnaire that can be disseminated through online media. The analysis technique in this study is Structural Equation Modeling with the use of SPSS 23.

This study proves that E-tail Brand Experience has a positive effect on Brand Trust, E-tail Brand Experience is positively related to Brand Loyalty, Brand Trust has a positive effect on Brand Loyalty, while gender does not moderate the relationship between E-tail Brand Experience and Brand Trust and the relationship between E-tail Brand Experience and Brand Loyalty are also not moderated by gender.

Keywords: E-tail brand experience, Brand trust, Brand loyalty, and Gender