

**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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Obtain Bachelor Degree of Economy
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APPROVAL PAGE

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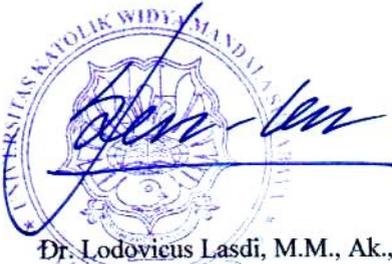
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FOREWORD

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,

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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.