

ABSTRAK

Pengaruh *Brand Experience* dan *Service Quality* Terhadap *Customer Engagement* Melalui *Brand Love* Sebagai Pemediasi Pada Pelanggan Ayam Geprek Bensu di Kota Padang

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Tujuan penelitian ini adalah untuk menganalisis: (1) Pengaruh *service quality* terhadap *customer engagement* Ayam Geprek Bensu di Kota Padang. (2) Pengaruh *brand experience* terhadap *customer engagement* Ayam Geprek Bensu di Kota Padang. (3) Pengaruh *brand love* terhadap *customer engagement* Ayam Geprek Bensu di Kota Padang. (4) Pengaruh *service quality* terhadap *brand love* pelanggan Ayam Geprek Bensu di Kota Padang. (5) Pengaruh *brand experience* terhadap *brand love* pelanggan Ayam Geprek Bensu di Kota Padang. (6) Pengaruh *brand experience* terhadap *customer engagement* melalui *brand love* sebagai variabel mediasi pada pelanggan Ayam Geprek Bensu di Kota Padang. (7) Pengaruh *service quality* terhadap *customer engagement* melalui *brand love* sebagai variabel mediasi pada pelanggan Ayam Geprek Bensu di Kota Padang. Penelitian ini dilakukan terhadap 200 pelanggan yang telah mengunjungi Ayam Geprek Bensu minimal dua kali. Sampel dipilih dengan *purposive sampling*. Penelitian ini menggunakan analisis SEM (*Struktural Equation Model*). Proses pengolahan data dilakukan dengan menggunakan bantuan program Smart PLS.

Berdasarkan hasil pengujian hipotesis yang telah dilakukan ditemukan *service quality*, *brand experience* dan *brand love* berpengaruh positif dan signifikan terhadap *customer engagement* Ayam Geprek Bensu di Kota Padang. Selain itu dalam proses juga ditemukan *service quality* tidak berpengaruh signifikan terhadap *brand love* Ayam Geprek Bensu di Kota Padang. Pada tahap pengujian variabel mediasi ditemukan bahwa *brand experience* berpengaruh positif dan signifikan terhadap *customer engagement* setelah melalui *brand love* pada Ayam Geprek Bensu di Kota Padang sebagai variabel mediasi sedangkan *service quality* tidak berpengaruh signifikan terhadap *customer engagement* melalui *brand love* pada Ayam Geprek Bensu di Kota Padang sebagai variabel mediasi.

Kata Kunci: Service Quality, Brand, Customer Engagement

ABSTRACT

Sinta Citra Oktavela (2016/16059016): **Pengaruh *Brand Experience* dan *Service Quality* Terhadap *Customer Engagement* Melalui *Brand Love* Sebagai Pemediasi Pada**

Pelanggan Ayam Geprek Bensu di Kota Padang

Dosen Pembimbing : Abror, SE, ME, Ph.D

The purpose of this study was to analyze: (1) The influence of service quality on customer engagement of Ayam Geprek Bensu in Padang City. (2) The influence of brand experience on customer engagement of Ayam Geprek Bensu in Padang City. (3) The influence of brand love on customer engagement of Ayam Geprek Bensu in Padang City. (4) The influence of service quality on brand love of Ayam Geprek Bensu in Padang City. (5) The influence of brand experience on customer brand love of Ayam Geprek Bensu in Padang City. (6) The influence of brand experience on customer engagement through brand love as a mediating variable for Ayam Geprek Bensu customers in Padang City. (7) The influence of service quality on customer engagement through brand love as a mediating variable for Ayam Geprek Bensu customers in Padang City. This research was conducted on 200 customers who had visited Ayam Geprek Bensu at least twice. The sample was selected by purposive sampling. This study uses SEM analysis (structural equation models). The data processing was carried out using the Smart PLS program.

Based on the results of hypothesis testing that has been done, it is found that service quality, brand experience and brand love have a positive and significant effect on customer engagement of Ayam Geprek Bensu in Padang City. In addition, in the process, it was also found that the quality of service did not have a significant effect on the love of the Ayam Geprek Bensu brand in Padang City. In the testing stage of the mediation variable it was found that brand experience had a positive and significant effect on customer engagement after going through the brand love of Ayam Geprek Bensu customers in Padang City as a mediating variable while service quality had no significant effect of customer engagement through brand love felt by Ayam Geprek Bensu customers in Padang City as a mediating variable.

Keywords: *Service Quality, Brand Experience, Brand Love & Customer Engagement*