

**PENGARUH *BRAND KNOWLEDGE* DAN *BRAND ENGAGEMENT*
TERHADAP *BRAND LOYALTY***

**(Survei terhadap Pelanggan pada Aplikasi *Virtual Hotel Operator RedDoorz* di
Indonesia yang Tergabung dalam *followers Instagram official account*
@reddoorzid)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat
Menempuh Sidang Skripsi pada
Program Studi Pendidikan Bisnis



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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
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Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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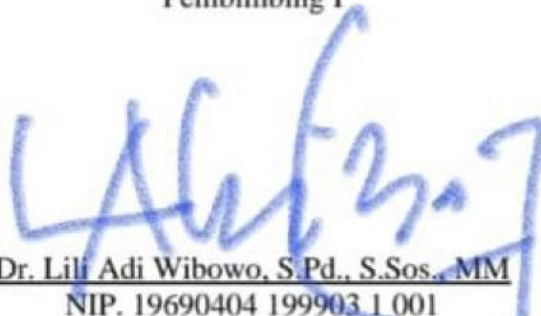
LEMBAR PENGESAHAN

PENGARUH *BRAND KNOWLEDGE* DAN *BRAND ENGAGEMENT* TERHADAP *BRAND LOYALTY*

(Survei pada Pelanggan *Virtual Hotel Operator RedDoorz* di Indonesia)

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ABSTRAK

Suwandi (1607526), **Pengaruh *Brand Knowledge* dan *Brand Engagement* terhadap *Brand Loyalty* (Survei terhadap Pelanggan pada Aplikasi *Virtual Hotel Operator RedDoorz* di Indonesia yang Tergabung dalam *followers Instagram official account @reddoorzid*)**. Di bawah bimbingan Dr. Lili Adi Wibowo., S.Pd., S.Sos., M.M. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Persaingan bisnis yang semakin banyak dan ketat membuat perusahaan semakin sulit untuk membangun dan mempertahankan loyalitas merek, terutama saat ini pada industri *Virtual Hotel Operator* yang semakin tumbuh kembangnya di era teknologi dan digital. *Brand loyalty* menjadi sebuah target pada sebuah *Virtual Hotel Operator RedDoorz* serta menjadi sasaran utama untuk meningkatkan identitas merek yang komprehensif sehingga menciptakan daya beli konsumen yang meroket yang berdampak pada kesetiaan merek sehingga *brand loyalty* menjadi urgensi pada penelitian ini. Tujuan penelitian ini adalah untuk memperoleh temuan mengenai gambaran dan pengaruh *Brand Knowledge* dan *Brand Engagement* terhadap *Brand Loyalty*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan pemaparan serta penggambaran variabel-variabel yang diteliti kemudian didapatkan kesimpulan. Populasi dalam penelitian ini adalah pelanggan pada *brand virtual hotel operator RedDoorz* yang tergabung dalam pengikut akun Instagram RedDoorz di Indonesia yang berjumlah 180.000 pengikut. Pengambilan sampel dalam penelitian ini menggunakan metode *non-probability sampling* dengan menggunakan teknik *purposive sampling* terhadap 200 akun pengikut. Teknik analisis yang digunakan adalah analisis *Structural Equation Modeling* (SEM) dengan alat bantu program IBM SPSS AMOS for Windows. Hasil temuan penelitian ini menunjukkan bahwa gambaran *brand knowledge* dan *brand engagement* terhadap *brand loyalty* berada pada kategori baik. *Brand knowledge* memiliki pengaruh yang positif dan signifikan terhadap *brand loyalty*, sedangkan *brand engagement* memiliki pengaruh namun tidak signifikan terhadap *brand loyalty*. Dimensi *brand image* pada *brand knowledge* dan dimensi *behavioural* pada *brand engagement* memiliki kontribusi besar dalam pembentukan *brand loyalty* berdasarkan *correlation matrix*.

Kata kunci: *Brand Knowledge, Brand Engagement, Brand Loyalty.*

ABSTRACT

Suwandi (1607526), *The Influence of Brand Knowledge and Brand Engagement on Brand Loyalty (Survey of Customers on the application of Virtual Hotel Operators of RedDoorz in Indonesia who are members of the Instagram followers of official account @reddoorzid)*. Under the guidance of Dr. Lili Adi Wibowo., S.Pd., S.Sos., M.M. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Increasingly and fiercely business competition makes it increasingly difficult for companies to build and maintain brand loyalty, especially at this time in the Virtual Hotel Operator industry which is growing and developing in the technology and digital era. Brand loyalty is a target for a Virtual Hotel Operator RedDoorz and is the main target to improve a comprehensive brand identity so as to create skyrocketing consumer purchasing power which has an impact on brand loyalty so that brand loyalty becomes an urgency in this research. The purpose of this study was to obtain findings regarding the description and influence of Brand Knowledge and Brand Engagement on Brand Loyalty. The type of research used is descriptive and verification with exposure and description of the variables studied and then conclusions are obtained. The population in this study are customers of the virtual hotel brand operator RedDoorz who are members of the RedDoorz Instagram account followers in Indonesia, totaling 180,000 followers. Sampling in this study used a non-probability sampling method using a purposive sampling technique on 200 follower accounts. The analysis technique used is Structural Equation Modeling (SEM) analysis with IBM SPSS AMOS for Windows program tools. The findings of this study indicate that the description of brand knowledge and brand engagement on brand loyalty is in the good category. Brand knowledge has a positive and significant effect on brand loyalty, while brand engagement has a but not significant effect on brand loyalty. The dimensions of brand image on brand knowledge and behavioral dimensions on brand engagement have a major contribution in the formation of brand loyalty based on the correlation matrix.

Keywords: *Brand Knowledge, Brand Engagement, Brand Loyalty.*

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