

ABSTRAK

Tujuan dalam penelitian ini adalah untuk menguji secara empiris dan menganalisis pengaruh brand relationship quality dan customer experience terhadap brand loyalty dengan customer engagement sebagai variabel intervening. Populasinya adalah tamu sudah pernah menginap di Patra Jasa Semarang Convention Hotel. Dengan menggunakan teknik purposive, yaitu mengkhususkan tamu yang sudah pernah menginap minimal 2x di Patra Jasa Semarang Convention Hotel dan responden berumur 20 tahun ke atas, maka diperoleh jumlah sampel sebesar 150 responden. Alat analisisnya adalah path analysis, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik. Hasil pengujian menunjukkan bahwa Brand Relationship Quality, customer experience berpengaruh positif terhadap Customer engagement. Brand Relationship Quality, Customer experience, Customer engagement berpengaruh positif terhadap terciptanya brand loyalty. Customer engagement mampu menjadi variabel intervening antara Brand Relationship Quality terhadap brand loyalty. Customer engagement mampu menjadi variabel intervening antara Customer experience terhadap brand loyalty.

Kata Kunci : *brand relationship quality dan customer experience, customer engagement dan brand loyalty.*

ABSTRACT

The purpose of this study was to empirically examine and analyze the effect of brand relationship quality and customer experience on brand loyalty with customer engagements as an intervening variable. The population is that guests have stayed at the Patra Jasa Semarang Convention Hotel. By using a purposive technique, which is to specialize guests who have stayed at least 2x at Patra Jasa Semarang Convention Hotel and respondents aged 20 years and over, a total sample of 150 respondents is obtained. The analysis tool is the path analysis, which was previously tested for validity and reliability and the classic assumption test. The test results show that Brand Relationship Quality, customer experience has a positive effect on customer engagement. Brand Relationship Quality, Customer experience, Customer engagement has a positive effect on the creation of brand loyalty. Customer engagement can be an intervening variable between Brand Relationship Quality and brand loyalty. Customer engagement can be an intervening variable between customer experience and brand loyalty.

Keywords: brand relationship quality and customer experience, customer engagement and brand loyalty.