

ABSTRAKSI

Loyalitas pelanggan dapat terbentuk karena adanya ikatan (*engagement*) antara pelanggan dengan merek produk yang ditimbulkan karena tingginya kepercayaan dari konsumen pada suatu merek (*brand trust*) serta kecintaan konsumen pada merek. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *customer engagement* terhadap *brand loyalty* dengan *brand trust* dan *brand love* sebagai variabel intervening. Dengan menggunakan teknik purposive sampling, maka proses penyebaran kuesioner dilakukan dengan mendatangi para konsumen yang melakukan pembelian Toyota Agya serta menggunakan media internet melalui Google Form sehingga, sehingga diperoleh jumlah sampel sebesar 100. Alat analisisnya adalah Partial Least Square.

Hasil pengujian menunjukkan bahwa *customer engagement* berpengaruh positif dan signifikan terhadap *brand trust*. *Customer engagement* dan *brand trust* sendiri juga mempunyai pengaruh positif dan signifikan terhadap *brand love*. *Customer engagement* tidak berpengaruh terhadap *brand loyalty*, sedangkan *brand trust* dan *brand love* mempunyai pengaruh positif signifikan terhadap *brand loyalty*. *Brand trust* mampu memediasi *customer engagement* terhadap *brand love* dan *brand loyalty*. *Brand love* tidak mampu memediasi pengaruh *customer engagement* terhadap *brand loyalty*. *Brand love* mampu memediasi antara *brand trust* terhadap *brand loyalty*, memberikan pengertian bahwa semakin tinggi tingkat kepercayaan konsumen terhadap suatu merek, maka akan meningkatkan tingkat kecintaan konsumen sehingga akan berdampak pada tingginya loyalitas konsumen.

Kata Kunci : *Customer engagement, brand trust, brand love dan brand loyalty*

ABSTRACT

Customer loyalty can be formed because of the bond (engagement) between customers and product brands caused by the high trust of consumers in a brand (brand trust) and consumer love for the brand. This study aims to determine and analyze the effect of customer engagement on brand loyalty with brand trust and brand love as intervening variables. By using purposive sampling technique, the process of distributing questionnaires is carried out by visiting consumers who purchase Toyota Agya and using internet media through Google Form so that a total sample size of 100 is obtained. The analysis tool is Partial Least Square.

The test results show that customer engagement has a positive and significant effect on brand trust. Customer engagement and brand trust themselves also have a positive and significant impact on brand love. Customer engagement has no effect on brand loyalty, while brand trust and brand love have a significant positive effect on brand loyalty. Brand trust is able to mediate customer engagement on brand love and brand loyalty. Brand love is not able to mediate the effect of customer engagement on brand loyalty. Brand love is able to mediate between brand trust and brand loyalty, giving the understanding that the higher the level of consumer trust in a brand, it will increase the level of consumer love so that it will have an impact on high consumer loyalty.

Keywords: *Customer engagement, brand trust, brand love and brand loyalty*

