THE INFLUENCE OF BRAND IMAGE, BRAND TRUST, AND CUSTOMER EXPERIENCE ON CUSTOMER LOYALTY OF SOMETHINC PRODUCTS

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Abstract

This study is categorised as quantitative research, which aims to determine, prove, and then analyse the influence of brand image, brand trust, and customer experience variables on customer loyalty variables for Somethinc products. The sample used consisted of 130 respondents who were Somethinc product customers who had made more than one purchase, were active in the Greater Jakarta area, and were at least 17 years old. The analysis methods used were descriptive and inferential analysis, and SEM PLS analysis using SmartPLS 4.0. The results of this study indicate that brand image, brand trust, and customer experience have a positive and significant influence on customer loyalty to Somethinc products. The contribution of the independent variables in this study was 62.7%, while the remainder was influenced by other variables not included in this study.

Keywords: *Brand Image, Brand Trust, Customer Experience, Customer Loyalty, Somethinc*

PENGARUH *BRAND IMAGE*, *BRAND TRUST*, DAN *CUSTOMER EXPERIENCE* TERHADAP *CUSTOMER LOYALTY* PRODUK SOMETHINC

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Abstrak

Penelitian ini dikategorikan dalam penelitian kuantitatif di mana bertujuan untuk mengetahui, membuktikan, kemudian menganalisis pengaruh dari variabel *brand image*, *brand trust*, serta *customer experience* terhadap variabel *customer loyalty* pada Produk Somethinc. Sampel yang digunakan yakni 130 responden yang merupakan pelanggan Produk Somethinc yang pernah membeli lebih dari satu kali, beraktivitas di wilayah Jabodetabek, serta berusia minimal 17 tahun. Metode analisis yang digunakan adalah analisis deskriptif dan inferensial, dan dengan metode SEM PLS memanfaatkan SmartPLS 4.0. Hasil analisis penelitian ini menunjukkan bahwa *brand image*, *brand trust*, dan *customer experience* memiliki pengaruh terhadap *customer loyalty* Produk Somethinc yang berpengaruh positif dan signifikan. Kontribusi variabel independen dalam penelitian ini sebesar 62.7%, sedangkan sisanya dipengaruhi oleh variabel lain yang tidak diikutsertakan dalam penelitian ini.

Kata Kunci: Citra Merek, Kepercayaan Merek, Pengalaman Pelanggan, Loyalitas Pelanggan, Somethinc