

**The Influence of Brand Image, Satisfaction, Brand Trust on Brand Loyalty with
Brand love and Brand Respect as Moderator Variables at House of Musi**

THESIS



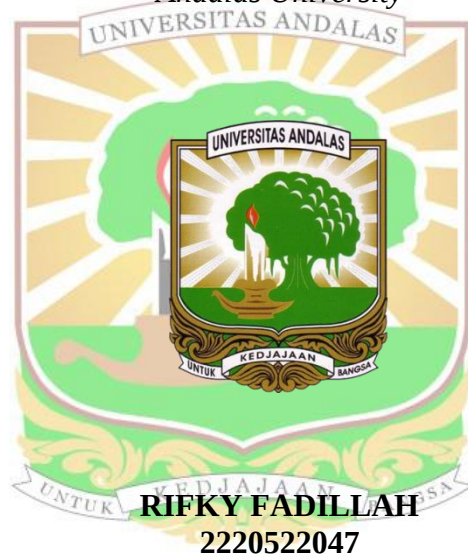
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Study Program Department of Management Faculty of Economics and Business
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ABSTRACT

This study investigates the impact of brand image, customer satisfaction, and brand trust on brand loyalty at House of Musi, a coffee shop in Padang, Indonesia, with brand love and brand respect serving as moderating variables. Using a quantitative approach, data were collected through structured questionnaires from 212 customers and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS. The results reveal that brand image significantly and positively influences both customer satisfaction ($\beta = 0.729, p < 0.001$) and brand trust ($\beta = 0.399, p < 0.001$). Customer satisfaction also directly enhances brand trust ($\beta = 0.436, p < 0.001$) and brand loyalty ($\beta = 0.173, p = 0.011$), while brand trust further strengthens loyalty ($\beta = 0.160, p = 0.003$). Notably, brand love and brand respect significantly moderate the relationship between brand trust and loyalty, though their moderating effects on the satisfaction-loyalty link are insignificant. These findings underscore the importance of fostering emotional connections (brand love and respect) alongside functional drivers (image, satisfaction, trust) to cultivate enduring customer loyalty. The study offers practical recommendations for House of Musi to refine its branding strategies and enhance customer retention in Indonesia's competitive coffee shop industry.

Keywords: Brand loyalty, brand trust, brand image, PLS-SEM, consumer behavior

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ABSTRAK

Penelitian ini mengkaji pengaruh citra merek, kepuasan pelanggan, dan kepercayaan merek terhadap loyalitas merek di House of Musi, sebuah kedai kopi di Padang, Indonesia, dengan brand love dan brand respect sebagai variable moderasi. Pendekatan kuantitatif digunakan dengan menyebarkan kuesioner terstruktur kepada 212 pelanggan, dan data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) melalui SmartPLS. Hasil penelitian menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan ($\beta = 0,729$, $p < 0,001$) dan kepercayaan merek ($\beta = 0,399$, $p < 0,001$). Kepuasan pelanggan juga secara langsung meningkatkan kepercayaan merek ($\beta = 0,436$, $p < 0,001$) dan loyalitas merek ($\beta = 0,173$, $p = 0,011$), sementara kepercayaan merek memperkuat loyalitas ($\beta = 0,160$, $p = 0,003$). Menariknya, brand love dan brand respect secara signifikan memoderasi hubungan antara kepercayaan merek dan loyalitas, meskipun efek moderasinya pada hubungan kepuasan-loyalitas tidak signifikan. Temuan ini menegaskan pentingnya membangun koneksi emosional (brand love dan respect) bersama dengan pendorong fungsional (citra, kepuasan, kepercayaan) untuk menciptakan loyalitas pelanggan yang berkelanjutan. Penelitian ini memberikan rekomendasi praktis bagi House of Musi untuk menyempurnakan strategi branding dan meningkatkan retensi pelanggan di industri kedai kopi Indonesia yang kompetitif.

Kata kunci: Citra merek, kepuasan pelanggan, kepercayaan merek, loyalitas merek, brand love, brand respect, industry kedai kopi, PLS-SEM.