

RINGKASAN

Industri penyedia perlengkapan dan peralatan *outdoor* semakin meningkat setiap tahunnya, hal ini didorong dengan meningkatnya peminat kegiatan *outdoor*. Eiger Adventure menjadi salah satu merek lokal penyedia perlengkapan dan peralatan kegiatan *outdoor* yang masih bertahan di era banyaknya pesaing dari merek penyedia perlengkapan dan peralatan kegiatan *outdoor*. Penelitian ini bertujuan untuk mengetahui pengaruh pengalaman merek terhadap loyalitas merek dengan kepercayaan merek dan kepuasan merek sebagai variabel mediasi di Purwokerto. Penelitian ini menggunakan metode kuantitatif, data dikumpulkan dengan melalui kuesioner yang dibagikan kepada 104 responden, yaitu konsumen Eiger. Variabel penelitian dioperasionalisasikan menggunakan skala likert dan dianalisis dengan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa pengalaman merek tidak memengaruhi loyalitas merek secara langsung. Sedangkan, pengalaman merek memengaruhi kepercayaan dan kepuasan merek. Selanjutnya, baik kepercayaan merek maupun kepuasan merek memengaruhi loyalitas merek. Dalam analisis mediasi, kepercayaan merek tidak berperan memediasi hubungan antara pengalaman merek dan loyalitas merek. Sebaliknya, kepuasan merek terbukti berperan memediasi hubungan antara pengalaman merek terhadap loyalitas merek. Oleh karena itu, pengalaman merek dapat meningkatkan loyalitas pelanggan terhadap merek melalui peningkatan kepuasan terhadap merek.

Kata Kunci : Pengalaman Merek, Kepercayaan Merek, Kepuasan Merek, Loyalitas Merek, Eiger Adventure.

SUMMARY

The outdoor equipment and supplies industry is growing every year, driven by an increase in the popularity of outdoor activities. Eiger Adventure has become one of the local brands providing outdoor equipment and gear that has survived in an era of fierce competition from other brands providing outdoor equipment and gear. This study aims to determine the effect of brand experience on brand loyalty with brand trust and brand satisfaction as mediating variable in Purwokerto. This study used quantitative methods, with data collected through questionnaires distributed to 104 respondents, namely Eiger consumers. The research variables were operationalized using a Likert scale and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method.

The results of the study indicate that brand experience does not directly influence brand loyalty. Meanwhile, brand experience influences brand trust and satisfaction. Furthermore, both trust and brand satisfaction influence brand loyalty. In mediation analysis, brand trust does not mediate the relationship between brand experience and brand loyalty. Conversely, brand satisfaction was found to mediate the relationship between brand experience and brand loyalty. Therefore, brand experience can increase customer loyalty to the brand by increasing brand satisfaction.

Keywords: *Brand Experience, Brand Trust, Brand Satisfaction, Brand Loyalty, Eiger Adventure.*