

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *behavioral brand experience*, kualitas layanan, dan kepercayaan merek terhadap loyalitas merek pada resto Sarangeui Oppa Yogyakarta. Penelitian ini dilakukan dengan pendekatan kuantitatif. Pengumpulan data primer dilakukan dengan menyebar kuesioner kepada sampel sebanyak 101 pelanggan resto Sarangeui Oppa Yogyakarta yang berusia minimal 20 tahun dan melakukan pembelian minimal 1 kali. Item pertanyaan semua variabel terbukti valid dan juga reliabel. Uji asumsi klasik menghasilkan data berdistribusi normal, model regresi yang tidak terjadi multikolinieritas dan tidak terjadi heteroskedastisitas. Hasil penelitian menunjukkan bahwa kualitas layanan tidak berpengaruh signifikan terhadap loyalitas merek. Sedangkan *behavioral brand experience* dan kepercayaan merek berpengaruh secara positif dan signifikan terhadap loyalitas merek.

Kata kunci: *behavioral brand experience*, kualitas layanan, kepercayaan merek, loyalitas merek

ABSTRACT

This study aims to analyze the influence of behavioral brand experience, service quality, and brand trust on brand loyalty at Sarangeui Oppa Yogyakarta restaurant. This study was conducted with a quantitative approach. The collection of prime data was carried out by distributing questionnaires to a sample of 101 customers of Sarangeui Oppa Yogyakarta restaurant who were at least 20 years old and had made at least 1 purchase. The question items for all variables were proven to be valid and reliable. The classical assumption test produced normally distributed data, a regression model that did not experience multicollinearity and did not experience heteroscedasticity. The results showed that service quality did not have a significant effect on brand loyalty, while behavioral brand experience and brand trust had a positive and significant effect on brand loyalty.

Keywords: *behavioral brand experience, service quality, brand trust, brand loyalty*