

**Pengaruh Brand Experience dan Harga Terhadap Loyalitas Pelanggan  
Melalui Kepercayaan pelanggan Sebagai Variabel Intervening Pengguna  
Aplikasi Gojek di Kota Jambi**

**Sabrina Adinda Putri**

Fakultas Ekonomi dan Bisnis Universitas Jambi

**Pembimbing**

Suswita Roza, S.E., M.M.

Husni Hasbullah, S.E., M.Sc.

**ABSTRAK**

Tujuan penelitian ini untuk mengevaluasi secara empiris pengaruh brand experience dan harga terhadap loyalitas pelanggan melalui kepercayaan pelanggan sebagai variabel intervening. Populasi penelitian yaitu para pengguna aplikasi Gojek di kota Jambi dengan jumlah sampel sebanyak 100 orang. Pengumpulan data dilakukan dengan melakukan penyebaran kuesioner dan diukur menggunakan skala likert. Pengujian validitas, reabilitas dan uji hipotesis menggunakan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa brand experience para pengguna aplikasi Gojek di kota Jambi masuk dalam kategori tinggi, harga masuk ke dalam kategori tinggi, loyalitas pelanggan masuk ke dalam kategori sangat tinggi dan kepercayaan pelanggan masuk dalam kategori tinggi. Brand experience berpengaruh positif dan signifikan terhadap kepercayaan pelanggan, harga berpengaruh positif dan signifikan terhadap kepercayaan pelanggan, brand experience berpengaruh positif dan signifikan terhadap loyalitas pelanggan, harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepercayaan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, brand experience berpengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepercayaan pelanggan dan harga berpengaruh positif terhadap loyalitas pelanggan melalui kepercayaan pelanggan. Oleh karena itu, disarankan kepada Gojek untuk terus meningkatkan kualitas layanan dan strategi harga untuk kenyamanan pelanggan sehingga terbentuk kepercayaan pelanggan dan mempertahankan loyalitas pelanggan.

**Kata Kunci :** Brand experience, Harga, Loyalitas Pelanggan, Kepercayaan Pelanggan

**The Influence of Brand Experience and Price on Customer Loyalty Through Customer Trust as an Intervening Variable : A study on Gojek Application Users in Jambi City**

**Sabrina Adinda Putri**

Faculty of Economics and Business Jambi University

***Supervisor :***

Suswita Roza, S.E., M.M.

Husni Hasbullah, S.E., M.Sc.

**ABSTRACT**

*The purpose of this study is to empirically evaluate the influence of brand experience and price on customer loyalty through customer trust as an intervening variable. The study population is Gojek application users in Jambi city with a sample of 100 people. Data collection was carried out by distributing questionnaires and measured using a likert scale. Validity, reliability and hypothesis testing used SmartPLS 4.0 software. Thre results of the study show that the brand experience of Gojek application users in Jambi city is in the high category, price is in the high category, customer loyalty is in the very high category and customer trust is in the high category. Brand experience has a positive and significat effect on customer trust, price has a positive and significant on customer trust, brand experience has a positive and significant effect on customer loyalty, price has a positive and significant on customer loyalty, customer trust has a positive and significant effect on customer loyalty, brand experience has a positive and significant effect on customer loyalty through customer trust amd prive has a positive and significant effect on customer loyalty through customer trust. Therefore, it is recommended for Gojek to continue to improve the quality of service and pricing strategies for customer convenience so as to build customer trust and maintain customer loyalty.*

***Keywords : Brand experience, Price, Customer Loyalty, Customer Trust***