

## **ABSTRAK**

Itzhak Owen (00000024676)

### **PENGARUH *BRAND IMAGE*, *BRAND PERSONALITY* TERHADAP *BRAND LOYALTY* DENGAN *BRAND TRUST* SEBAGAI VARIABEL MEDIASI PADA *STARBUCKS COFFEE***

(xi + 132 Halaman, 2 Lampiran)

Tujuan Penelitian ini bertujuan mengenai apakah terdapat Hubungan positif antara *Brand Image* terhadap *Brand Loyalty*, apakah terdapat hubungan positif antara *Brand Personality* terhadap *Brand Loyalty*, apakah terdapat Hubungan positif antara *Brand Image* terhadap *Brand Trust*, apakah terdapat hubungan positif *Brand Personality* terhadap *Brand Trust*, Apakah terdapat hubungan positif *Brand Trust* terhadap *Brand Loyalty*, apakah terdapat hubungan positif antara *Brand Image* dan *Brand Loyalty* yang dimediasi oleh *Brand Trust*, dan apakah terdapat hubungan yang positif antara *Brand Personality* dan *Brand Loyalty* yang dimediasi oleh *Brand Trust*. Berdasarkan Fenomena yang terjadi bahwa telah terjadi peningkatan pertumbuhan kedai kopi di Indonesia telah meningkat pada tahun 2019 dibandingkan tahun sebelumnya. Terjadi Penutupan Gerai Starbucks dan diganti oleh kopi Pesaing. Pengumpulan data dalam penelitian ini dengan metode Kuisisioner sebagai instrumen. Target populasi dalam penelitian ini yaitu seluruh pelanggan yang pernah membeli Starbucks Coffee di Starbucks Coffee Palembang Icon. Jumlah sampel sebanyak 400. Penelitian ini menggunakan metode penarikan sampel berupa *Purposive Sampling*. Penelitian ini menggunakan metode analisis data statistik SEM-PLS atau *Partial Least Square – Structural Equation Model* dengan menggunakan Program Aplikasi SmartPLS 3.0. Hasil penelitian menunjukkan bahwa terdapat Hubungan yang positif antara *Brand Image* terhadap *Brand Loyalty*, terdapat hubungan positif antara *Brand Personality* terhadap *Brand Loyalty*, terdapat Hubungan positif antara *Brand Image* terhadap *Brand Trust*, terdapat hubungan positif antara *Brand Personality* terhadap *Brand Trust*, terdapat hubungan positif antara *Brand Trust* terhadap *Brand Loyalty*, *Brand Image* memiliki hubungan positif terhadap *Brand Loyalty* yang dimediasi oleh *Brand Trust*, dan *Brand Personality* memiliki hubungan Positif terhadap *Brand Loyalty* yang dimediasi oleh *Brand Trust*.

Kata Kunci: *Brand Image*, *Brand Personality*, *Brand Trust*, *Brand Loyalty*

Referensi (1980-2020)

## ABSTRACT

(xi + 132 Pages, 2 Attachments)

The purpose of this study aims to determine whether there positive connection among Brand Image and Brand Loyalty, whether there positive connection among Brand Personality and Brand Loyalty, whether there positive connection among Brand Image and Brand Trust, whether there positive connection among Brand Personality and Brand Trust, whether there positive connection among Brand Trust and Brand Loyalty, whether there positive connection among Brand Image and Brand Loyalty mediated by Brand Trust, and whether there positive connection among Brand Personality and Brand Loyalty mediated by Brand Trust. Based on the phenomenon that has occurred, there has been an increase in the growth of coffee shops in Indonesia, which has increased in 2019 compared to the previous year. There was closure of Starbucks outlets and was replaced by Competitor coffee. Collecting data in this study using the questionnaire method as an instrument. The target population in this study were all customers who had bought Starbucks Coffee at the Starbucks Coffee Palembang Icon. The number of samples was 400. The study used purposive sampling method. This study uses statistical data analysis methods SEM-PLS or Partial Least Square - Structural Equation Model using the SmartPLS 3.0 Application Program. The results showed that there were positive intercourse among Brand Image and Brand Loyalty, there were positive intercourse among Brand Personality and Brand Loyalty, there were positive intercourse among Brand Image and Brand Trust, there were positive intercourse among Brand Personality and Brand Trust, there were positive intercourse among Brand Image and Brand Trust. Brand Trust had positive intercourse with Brand Loyalty, Brand Image had positive intercourse with Brand Loyalty mediated by Brand Trust, and Brand Personality had positive correlation with Brand Loyalty mediated by Brand Trust.

Keywords: Brand Image, Brand Personality, Brand Trust, Brand Loyalty.

Reference (1980-2020)