

ABSTRAK

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PENGARUH GREEN BRAND TERHADAP KEASLIAN MEREK DAN KEPERCAYAAN MEREK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Anthropomorphism* terhadap *Immersion*, menguji dan menganalisis pengaruh *Reversal* terhadap *Immersion*, menguji dan menganalisis pengaruh *Symbolism* terhadap *Immersion*, menguji dan menganalisis pengaruh *Immersion* terhadap *Perceived Brand Authenticity*, menguji dan menganalisis pengaruh *Perceived Brand Authenticity* terhadap *Brand Trust*. Teknik *nonprobability sampling* yang digunakan dalam pengambilan sampel ini adalah memakai teknik purposive sampling yaitu pemilihan sampel berdasarkan pada penilaian tertentu atau kriteria tertentu dari peneliti. Adapun kriterianya adalah: Menggunakan Produk The Body Shop, pernah membeli Produk The Body Shop, memahami yang dimaksud dengan *Green Brand Product, Followers* dari The Body Shop Instagram. Kesimpulan pada penelitian ini adalah *Anthropomorphism* berpengaruh terhadap *Immersion*. *Reversal* berpengaruh terhadap *Immersion*. *Symbolism* berpengaruh terhadap *Immersion*. *Immersion* berpengaruh terhadap *Perceived Brand Authenticity*. *Perceived Brand Authenticity* berpengaruh terhadap *Brand Trust*.

Kata Kunci: Merek Hijau, Merek yang Dirasakan, Kepercayaan Merek.

ABSTRACT

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THE EFFECT OF A GREEN BRAND STORY ON PERCEIVED BRAND AUTHENTICITY AND BRAND TRUST

This study aims to examine and analyze the effect of Anthropomorphism on Immersion, examine and analyze the effect of Reversal on Immersion, test and analyze the effect of Symbolism on Immersion, test and analyze the effect of Immersion on Perceived Brand Authenticity, examine and analyze the effect of Perceived Brand Authenticity on Brand Trust. The non-probability sampling technique used in this sampling is to use a purposive sampling technique, namely the selection of samples based on certain assessments or certain criteria from the researcher. The criteria are: Using The Body Shop Products, Have bought The Body Shop products, understand what is meant by Green Brand Products, Followers from The Body Shop Instagram. From the results of the analysis, the following conclusions can be drawn: Hypothesis 1 states that Anthropomorphism has an effect on Immersion with a path coefficient of 0.287, T-statistics 2.386 and a p value of 0.0017. The conclusion in this study is that Anthropomorphism has an effect on Immersion. Reversal affects Immersion. Symbolism affects Immersion. Immersion has an effect on Perceived Brand Authenticity. Perceived Brand Authenticity has an effect on Brand Trust.

Keywords: *Green Brand, Perceived Brand, Brand Trust, The Body Shop*