

## ABSTRAK

**Chelsy Philycia (01619210025)**

**“ANTESEDEN DAN KONSEKUENSI DARI *BRAND TRUST* PADA MITRA BUKALAPAK”**

(xiv + 92 halaman; 22 tabel; 9 gambar; 6 lampiran)

Seiring berkembangnya inovasi, kini pelaku UMKM juga diperhadapkan dengan berbagai *platform* aplikasi yang bertujuan untuk mengembangkan usaha mereka. Salah satunya ialah aplikasi Mitra Bukalapak. Dengan misi sosial untuk menaikan usaha para UMKM, maka perkembangan usaha UMKM menjadi salah satu tolak ukur keberhasilannya. Untuk itu, kepercayaan merek serta faktor yang dapat mempengaruhi perlu diketahui guna dapat bersaing dengan para kompetitor, serta dapat memberikan pelayananan serta *impact* terbaik untuk para pengguna nya. Penelitian ini menggunakan penelitian kuantitatif dan pengumpulan data dilakukan dengan menggunakan kuesioner. Populasi sasaran penelitian ini adalah pengguna aplikasi Mitra Bukalapak yang telah bergabung menjadi anggota komunitas JUWARA serta berjenis usaha Warung Kelontong. Jumlah sampel ditentukan sebanyak 182 sampel. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. *Partial Least Square-Structural Equation Modelling* (PLS-SEM) diterapkan pada penelitian ini. Hasil penelitian menunjukkan bahwa *brand experience* dan *brand image* memiliki pengaruh positif terhadap *brand trust* lalu *brand trust* memiliki pengaruh positif terhadap *SME growth*. Implikasi praktis dari penelitian ini menunjukkan bahwa untuk meningkatkan *SME growth* dapat dengan cara meningkatkan *brand trust* yang dimana *brand trust* dapat meningkat dengan cara meningkatkan *brand experience* dan *brand image* Mitra Bukalapak.

Referensi : 66 (1967 – 2022)

**Kata kunci:** *Brand Community; Brand Congruency; Brand Consistency; Brand Customer Orientation; Brand Experience; Brand Image; Brand Trust; Mitra Bukalapak; SMEs Growth.*

## ABSTRACT

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**“ANTECEDENTS AND CONSEQUENCES FROM BRAND TRUST TO MITRA BUKALAPAK”**

(xiv + 92 pages; 22 tables; 9 pictures; 6 attachments)

*As innovations grow more variative, SMEs are currently facing more options with applications and opportunities that allow them to improve their small business. Mitra Bukalapak is one of the applications that support SMEs. It has a social mission to grow SMEs business, therefore the growth of SMEs has become a success factor of Mitra Bukalapak. Therefore, brand trust and factors that may affect it need to be investigated in order to compete with the competitors and also to give the best and relevant services to the customer, along with the impact of it. This study aims to investigate the antecedents and consequences of brand trust from Mitra Bukalapak. This study used quantitative research and data collection was collected using questionnaires. The target population of this research were users of Mitra Bukalapak applications who were also members of its brand community namely, JUWARA, with “Warung Kelontong” as a type of business. The number of samples were determined to be 182 samples. The sampling technique use was purposive sampling. Partial Least Square- Structural Equation modelling (PLS-SEM) is applied to this study. The study result indicated that the brand experience and brand image have a positive impact towards brand trust, also brand trust has a positive impact towards SME growth. Practical implication of this study suggests that to increase the SME growth, then brand trust needs to be increased, however to increase the brand trust, Mitra Bukalapak needs to increase the brand experience and brand image.*

References : 66 (1967 – 2022)

**Keyword:** *Brand Community; Brand Congruency; Brand Consistency; Brand Customer Orientation; Brand Experience; Brand Image; Brand Trust; Mitra Bukalapak; SMEs Growth.*