ABSTRAK

ANALISIS PENGARUH *TRUSTWORTHINESS, CONGRUENCE, EXPERTISE, FAMILIARITY, BRAND INVOLVEMENT* DAN *BRAND ENGAGEMENT* TERHADAP *CUSTOMER LOYALTY* PADA PELANGGAN PRODUK BRAND COACH x SELENA GOMEZ DI MEDAN (2022)

(xvi+163pages: 27 gambar, 52 tabel, 4 lampiran)

Perilaku masyarakat Indonesia yang mudah memahami dan menerima tren *fashion* terbaru merupakan dukungan dan peluang besar bagi para pelaku bisnis *fashion.* Dalam menghadapi lingkungan persaingan bisnis *fashion* yang semakin kompetitif, setiap perusahaan secara tidak langsung dituntut harus mampu meningkatkan daya saingnya di pasar. Salah satu cara yang dapat dilakukan perusahaan brand *fashion* dalam mengenalkan atau memasarkan produk adalah dengan mengajak selebriti ternama berkolaborasi untuk menarik perhatian pelanggan.

Penelitian ini ditujukan untuk menganalisa pengaruh *trustworthiness, expertise, congruence, familiarity, brand involvement,* dan *brand engagement,* terhadap *customers loyalty* pada pelanggan Coach x Selena Gomez di Medan. Sampel yang digunakan pada penelitian ini dengan karakteristik yaitu, berdomisili di Medan, 18-60 tahun, mengenal Selena Gomez sebagai artis Internasioanl serta pernah membeli dan menggunakan Coach x Selene Gomez dalam lima tahun terakhir dengan total terkumpul 53 responden. Pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan SPSS versi 25 sebagai *software* untuk mengolah data.

Temuan empiris tersebut mengindikasi bahwa dari pengolahan data yang telah dilakukan, pada objek Coach x Selena diperoleh hasil 5 hipotesis diterima terdapat hubungan yang signifikan antara *expertise, congruence,* dan *familiarity* terhadap *brand involvement, brand involvement* terhadap *brand engagement, brand engagement* terhadap *customer loyalty.* Sedangkan hubungan yang tidak signifikan ditemukan antara *trustworthiness* terhadap *brand involvement.*

Kata Kunci: *trustworthiness, congruence, expertise, familiarity, brand involvement , brand engagement, customer loyalty,* **Coach x Selena Gomez di Medan**

Referensi: 49 (2004-2021)

ABSTRACT

ANALISIS PENGARUH TRUSTWORTHINESS, CONGRUENCE, EXPERTISE, FAMILIARITY, BRAND INVOLVEMENT DAN BRAND ENGAGEMENT TERHADAP CUSTOMER LOYALTY PADA PELANGGAN PRODUK BRAND COACH x SELENA GOMEZ DI MEDAN (2022)

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The conduct of Indonesians, who easily understand and adopt the current fashion trends, is a huge support and opportunity for fashion entrepreneurs. Faced with an increasingly competitive market in the fashion industry, every company is indirectly expected to be able to boost its market competitiveness. One approach for fashion brand companies to debut or market their items is to encourage well-known celebrities to collaborate in order to attract customers' attention.

The purpose of this research is to examine the influence of trustworthiness, expertise, congruence, familiarity, brand involvement, and brand engagement on consumer loyalty to Coach x Selena Gomez customers in Medan. With a total of 53 respondents, the sample used for this research has the following characteristics: domicile in Medan, 18-60 years old, recognition of Selena Gomez as an international artist, and purchase and use of Coach x Selene Gomez in the last five years. In this study, data is processed and analyzed using SPSS version 25 as data processing software.

These empirical findings demonstrate that, based on the data processing done on the Coach x Selena object, the results of 5 hypotheses are accepted, and that there is a significant relationship between expertise, congruence, and familiarity with brand involvement, brand involvement with brand engagement, and brand engagement with customer loyalty. Meanwhile, an insignifianct relationship was discovered between trustworthiness and brand involvement.

Keywords: *trustworthiness, congruence, expertise, familiarity, brand involvement , brand engagement, customer loyalty,* **Coach x Selena Gomez in Medan**

References: 49 (2004-2021)