

## **ABSTRAK**

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### **ANALISIS PENGARUH *PERCEIVED QUALITY*, *BRAND IMAGE* DAN *BRAND TRUST* TERHADAP *BRAND LOYALTY* KEPADA PELANGGAN APPAREL NIKE DI SURABAYA**

Persaingan bisnis dalam olahraga semakin melebar ke bisnis lifestyle seperti Apparel Nike yang ada di Indonesia, khususnya kota Surabaya. Perusahaan yang berkembang dengan menciptakan varian yang memadukan antara Sport dan Lifestyle semakin banyak. Hal ini disebabkan karena kebutuhan orang-orang yang ingin merasakan kesehatan dengan tampilan yang menarik. Karena semakin maraknya perusahaan Apparel seperti Nike semakin banyak dan berkembang demi mendominasi pangsa pasar. Maka pengusaha harus mampu membaca, menganalisa, dan merumuskan serta menciptakan suatu peluang melalui Brand Loyalty yang Customer harapkan dan butuhkan. Penelitian ini ditujukan untuk menganalisa pengaruh variabel Perceived Quality, Brand Image dan Brand Trust terhadap Brand Loyalty pada Apparel Nike.

Penelitian ini dilakukan dengan metode analisis regresi linier berganda dengan mengambil sampel sebanyak 100 responden yang memiliki usia rata-rata 17-60 tahun. Untuk mengolah dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan SPSS sebagai software untuk mengelola data. Hasil analisis menunjukkan bahwa Statistical Product and Service Solutions (SPSS) dengan versi 22.0 sebagai software untuk mengolah data.

Hasil penelitian menunjukkan bahwa variabel Perceived Quality, Brand Image dan Brand Trust memiliki pengaruh positif dan signifikan terhadap Brand Loyalty.

**Kata Kunci : Perceived Quality, Brand Image, Brand Trust dan Brand Loyalty.**

## **ABSTRACT**

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### **ANALYSIS OF THE EFFECT OF PERCEIVED QUALITY, BRAND IMAGE AND TRUST BRAND ON LOYALTY BRAND TO APPAREL NIKE CUSTOMERS IN SURABAYA**

Business competition in sports is expanding to lifestyle businesses such as Nike Apparel in Indonesia, especially Surabaya. Companies that develop by creating variants that combine Sport and Lifestyle more and more. This is due to the needs of people who want to feel health with an attractive appearance. Because of the increasing prevalence of apparel companies like Nike more and more and growing in order to dominate market share. Then entrepreneurs must be able to read, analyze, and formulate and create opportunities through Brand Loyalty that Customers expect and need. This study aims to analyze the influence of the variables Perceived Quality, Brand Image and Brand Trust on Brand Loyalty in Nike Apparel.

This research was conducted with multiple linear regression analysis method by taking a sample of 100 respondents who had an average age of 17-60 years. To process and analyze data in this study, that is by using SPSS as software to manage data. The analysis results show that Statistical Product and Service Solutions (SPSS) with version 22.0 as software for processing data.

The results showed that the Perceived Quality, Brand Image and Brand Trust variables had a positive and significant influence on Brand Loyalty.

**Keywords: Perceived Quality, Brand Image, Trust Brands and Brand Loyalty.**