

## ABSTRAK

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### **Pengaruh *Brand Authenticity*, *Perceived Value* dan *Brand Trust* Terhadap *Brand Loyalty* Konsumen *Craft Beer* di Indonesia**

Industri *craft beer* di Indonesia mengalami pertumbuhan yang pesat dalam beberapa tahun terakhir, seiring dengan meningkatnya minat masyarakat terhadap bir yang memiliki cita rasa dan aroma yang unik. Namun, industri *craft beer* Indonesia juga menghadapi beberapa tantangan, diantaranya adalah sulitnya mendapatkan bahan baku berkualitas tinggi, regulasi yang ketat dalam hal pemasaran dan distribusi. Penelitian ini dilaksanakan untuk menguji dan menganalisis pengaruh variabel *brand authenticity*, *brand individuality*, *brand consistency*, *brand continuity* terhadap peningkatan *brand trust* dan *perceived value*, yang pada akhirnya akan meningkatkan *brand loyalty* terhadap *craft beer* buatan Indonesia. Penelitian ini menggunakan metode kuantitatif dan teknik pengumpulan data dengan menyebar kuesioner elektronik dengan menggunakan metode *nonprobability* dengan teknik *purposive sampling*. Sampel yang diambil untuk penelitian ini adalah 138 responden. Data dianalisis menggunakan *structured equation modelling-partial least square* (PLS-SEM) dengan *software* SmartPLS3. Dalam penelitian ini terdapat lima hipotesis didukung dan dua hipotesis tidak didukung. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif antara *brand individuality*, dan *brand consistency* dengan *brand authenticity*, terdapat pengaruh positif antara *brand authenticity* dengan *perceived value* dan *brand trust*, terdapat pengaruh positif antara *perceived value* dan *brand trust* dengan *brand loyalty*. Kemudian tidak terdapat pengaruh positif antara *brand continuity* dengan *brand authenticity*, dan tidak terdapat pengaruh positif antara *perceived value* dengan *brand loyalty*. Penelitian ini memberikan implikasi teoritis, manajerial implikasi, dan rekomendasi untuk penelitian lebih lanjut.

**Kata kunci** : *brand loyalty*, *brand authenticity*, *brand trust*, *perceived value*, *craft beer*.

## **ABSTRACT**

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### ***The Influence of Brand Authenticity, Perceived Value and Brand Trust on Brand Loyalty of Craft Beer Consumers in Indonesia***

*The craft beer industry in Indonesia has experienced rapid growth in recent years, in line with the increasing public interest in beers with unique tastes and aromas. However, the Indonesian craft beer industry also faces several challenges, including the difficulty of obtaining high-quality raw materials, strict regulations in terms of marketing and distribution. This research was conducted to examine and analyze the influence of brand authenticity, brand individuality, brand consistency, brand continuity variables on increasing brand trust and perceived value, which in turn will increase brand loyalty to craft beer made in Indonesia. This study uses quantitative methods and data collection techniques by distributing electronic questionnaires using non-probability methods with purposive sampling techniques. The samples taken for this study were 138 respondents. Data were analyzed using structured equation modeling-partial least squares (PLS-SEM) with SmartPLS3 software. In this research, there are five supported hypotheses and two unsupported hypotheses. The results of this study indicate that there is a positive influence between brand individuality and brand consistency with brand authenticity, there is a positive influence between brand authenticity with perceived value and brand trust, there is a positive influence between perceived value and brand trust and brand loyalty. Then there is no positive influence between brand continuity and brand authenticity, and there is no positive effect between perceived value and brand loyalty. This research provides theoretical implicit, managerial implicit, and recommendations for further research.*

**Keywords:** *brand loyalty, brand authenticity, brand trust, perceived value, craft beer.*