

ABSTRAK

Penelitian ini ditujukan untuk mengetahui bagaimana pengaruh *Quality of Information*, *Security/Privacy*, *Perceived Risk*, *Word of Mouth*, *Good Online Experience*, dan *Brand Name/Reputation* terhadap *Brand Trust* konsumen web AirAsia di Surabaya, serta bagaimana pengaruh *Brand Trust* terhadap *Brand Loyalty* konsumen web AirAsia di Surabaya.

Sampel yang digunakan pada penelitian ini yaitu perempuan maupun laki-laki, berdomisili di Surabaya dengan rentan usia antara 18-45 tahun yang melakukan pembelian di web AirAsia lebih dari dua kali dalam satu tahun terakhir sejumlah 145 responden. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan *Structural Equation Modeling* (SEM) dengan software AMOS 16.0 sebagai software untuk mengolah data. Hasil analisis menunjukkan bahwa variabel *Brand Trust* memiliki pengaruh positif terhadap *Brand Loyalty*, dimana variabel *Brand Trust* sendiri dipengaruhi oleh beberapa variabel, yaitu variabel *Quality of Information*, *Security/Privacy*, *Perceived Risk*, *Word of Mouth*, *Good Online Experience*, dan *Brand Name/Reputation*. Namun variabel *Perceived Risk* tidak berpengaruh secara signifikan.

Temuan empiris tersebut mengindikasikan bahwa variabel *Brand Name/Reputation* memiliki pengaruh paling besar terhadap *Brand Trust* dengan pengaruh sebesar 0.22, diikuti oleh variabel *Security/Privacy* dan *Good Online Experience* dengan pengaruh sebesar 0.21 dan variabel *Quality of Information* dengan pengaruh sebesar 0.20, kemudian variabel *Word of Mouth* dengan pengaruh sebesar 0.19. Sedangkan variabel *Perceived Risk* memiliki pengaruh positif tetapi tidak signifikan terhadap variabel *Brand Trust* dengan pengaruh sebesar 0.05.

Kata kunci: *Quality of Information*, *Security/Privacy*, *Perceived Risk*, *Word of Mouth*, *Good Online Experience*, dan *Brand Name/Reputation*, *Brand Trust*, *Brand Loyalty*

ABSTRACT

Aimed to this study determine the influence of Quality of Information , Security / Privacy , Perceived Risk , Word of Mouth , Good Online Experience , and Brand Name / Brand Reputation against Brand Trust consumer web AirAsia in Surabaya , and how the influence of Brand Trust on Brand Loyalty consumer web AirAsia in Surabaya .

The sample used in this research that women and men , live in Surabaya with vulnerable age between 18-45 years who make purchases on the web AirAsia more than two times in the past year. Respondent number is 145 people . For processing and analyzing the data in this study is using Structural Equation Modeling (SEM) with AMOS 16.0 software as the software to process the data . The analysis showed that the variable Brand Trust has a positive impact on Brand Loyalty , where variable Brand Trust itself is influenced by several variables , such as variable Quality of Information , Security / Privacy , Perceived Risk , Word of Mouth , Good Online Experience , and Brand Name / Reputation . However, Perceived Risk variable is not significant.

The empirical findings indicate that the variable Brand Name / Reputation has the most influence on Brand Trust with the influence of 0.22 , followed by a variable Security / Privacy and Good Online Experience with 0.21 and variable influences Quality of Information with the influence of 0.20 , then the variable Word of Mouth with the influence of 0.19 . While the variable Perceived Risk has a positive but not significant effect on the variable Brand Trust with the influence of 0.05 .

Key words: *Quality of Information, Security/Privacy, Perceived Risk, Word of Mouth, Good Online Experience, dan Brand Name/Reputation, Brand Trust, Brand Loyalty*