

## ABSTRAK

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### PERAN *BRAND TRUST* DAN *BRAND IMAGE* TERHADAP *BRAND LOYALTY* PADA PENGGUNA *SMARTPHONE IPHONE* MEREK *APPLE* DI DKI JAKARTA

(xii + 92 halaman; 12 gambar; 16 tabel; 3 lampiran)

Studi ini memiliki tujuan untuk menganalisis: 1) Pengaruh positif *brand image* terhadap *brand loyalty*, 2) Pengaruh positif *brand trust* terhadap *brand loyalty*, 3) Pengaruh positif *brand image* terhadap *brand trust*, 4) Pengaruh *brand trust* memediasi *brand image* terhadap *brand loyalty*. Pengumpulan data dilakukan dengan menggunakan instrumen kuesioner yang dibagikan secara daring melalui *Google Form* dengan menerapkan *filter question* yang memenuhi kriteria dari target populasi. Target populasi penelitian ini ialah pengguna *smartphone* iPhone merek Apple yang berdomisili di DKI Jakarta, minimal berusia 18 tahun, dan telah melakukan pembelian produk *smartphone* iPhone merek Apple minimal dua kali dan dalam periode waktu November 2020. Jumlah sampel ditentukan sebesar 200 sampel. Teknik pengambilan sampel *purposive* digunakan dalam penelitian ini. Analisis data dilakukan dengan pendekatan *Partial Least Square-Structural Equation Modeling* (PLS-SEM) menggunakan *software* SmartPLS. Hasil penelitian menunjukkan *brand image* berpengaruh positif terhadap *brand loyalty*. Selain itu, *brand trust* juga berpengaruh positif terhadap *brand loyalty*. Selanjutnya, *brand image* berpengaruh positif terhadap *brand trust*. Terakhir, *brand trust* memediasi pengaruh *brand image* terhadap *brand loyalty*

**Kata kunci:** Loyalitas Merek, Citra Merek, Kepercayaan Merek

## **ABSTRACT**

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### ***THE ROLE OF BRAND TRUST AND BRAND IMAGE ON BRAND LOYALTY ON APPLE IPHONE SMARTPHONE USERS IN DKI JAKARTA***

*(xii + 92 pages; 12 figures; 16 tables; 3 appendices)*

*The purpose of this study was to analyze: 1) The positive effect of brand image on brand loyalty, 2) The positive effect of brand trust on brand loyalty, 3) The positive effect of brand image on brand trust, 4) The effect of brand trust in mediating brand image on brand loyalty. Data collection was carried out using questionnaire which was distributed online via Google Form and filter questions were added in accordance to criteria of the target population. The target population of this study is Apple iPhone smartphone users in DKI Jakarta, at least 18 years of age, and had purchased the product twice and within the period of November 2020. The number of samples was determined to be 200 samples. The sampling technique used was purposive sampling. Data analysis was performed using Partial Least Square-Structural Equation Modeling (PLS-SEM) approach using SmartPLS software. The result showed that brand image had a positive effect on brand loyalty. In addition, brand trust also had a positive effect on brand loyalty. Furthermore, brand image had a positive effect on brand trust. Lastly, brand trust mediates the effect of brand image on brand loyalty.*

**Keywords:** *Brand Loyalty, Brand Image, Brand Trust*