# ABSTRAK

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**PENGARUH BRAND REPUTATION, BRAND EXPERIENCE, DAN BRAND COMPETENCE TERHADAP TRUST IN A BRAND (Studi Kasus pada Pengguna Produk Iphone di Indonesia)**

(78 halaman, 4 gambar, 19 tabel, 5 lampiran)

*IPhone* menguasai pangsa pasar hampir 12 persen di pasar *smartphone* di Indonesia. Kuatnya pangsa pasar *iPhone* di Indonesia menunjukkan tingginya kepercayaan konsumen terhadap *brand iPhone* tersebut atau biasa disebut dengan *trust in brand*. Hal ini tentunya dapat disebabkan oleh berbagai faktor. Penelitian ini bertujuan untuk menguji hipotesis dan menganalisis pengaruh *brand reputation, brand experience,* dan *brand competence* secara parsial dan simultan terhadap *trust in a brand* pengguna produk *iPhone* di Indonesia. Metode penelitian adalah kuantitatif dengan desain penelitian survey. Dengan menggunakan unit analisis seluruh pengguna *iPhone* di Indonesia diambil sampel sebanyak 200 responden dengan metode penarikan rumus Slovin. Pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan analisis statistik deskriptif dan analisis *Partial Least Square* (PlS) dengan bantuan SMART PLS4.1.1.0. Hasil penelitian menunjukkan bahwa nilai t hitung untuk variabel *brand reputation* terhadap *trust in a brand* lebih kecil dari t tabel (1,552 < 1,65251) dan nilai p-*values* yan juga lebih besar dari 0,05 (0,121 > 0,05). Artinya variabel pertama ini tidak berpengaruh terhadap *trust in a brand. brand experience* dan *brand competence* memiliki nilai t hitung yang sama-sama lebih besar dari t tabel (t hitung X2 = 3,054 > 1,65251) dan (t hitung X3 = 7,119 > 1,65251) serta nilai P-*Values* dari kedua variabel (p values X2 = 0,002 < 0,05) dan (p values X3 = 0,000 < 0,05) sehingga hipotesis dapat diterima maka variabel *brand experience* dan *brand competence* secara parsial masing-masing berpengaruh terhadap *trust in a brand* pada pengguna produk Iphone di Indonesia. Nilai P *values* untuk keseluruhan variabel secara simultan adalah sebesar 0,000 di mana nilai tersebut lebih kecil dari 0,05 (0,00 < 0,05). Adapun nilai F hitung nya adalah sebesar 103,704. Nilai tersebut jauh lebih besar dari nilai F hitung yaitu sebesar 2,65. Maka dapat disimpulkan bahwa secara simultan *brand reputation, brand experience,* dan *brand competence* berpengaruh terhadap *trust in a brand.*

**Kata Kunci:** *Brand Reputation, Brand Experience, Brand Competence, Trust In A brand*

# ABSTRACT

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**THE EFFECT OF BRAND REPUTATION, BRAND EXPERIENCE, AND BRAND COMPETENCE ON TRUST IN A BRAND (Case Study on iPhone Product Users in Indonesia)**

(78 page; 4 figure, 19 table, 5 appendices)

The iPhone dominates almost 12 percent of the smartphone market share in Indonesia. The strong market share of the iPhone in Indonesia shows the high consumer trust in the iPhone brand or commonly called trust in brand. This can certainly be caused by various factors. This study aims to test the hypothesis and analyze the influence of brand reputation, brand experience, and brand competence partially and simultaneously on trust in a brand of iPhone product users in Indonesia. The research method is quantitative with a survey research design. By using the analysis unit of all iPhone users in Indonesia, a sample of 200 respondents was taken using the Slovin formula withdrawal method. Data collection using a questionnaire. The data analysis technique uses descriptive statistical analysis and Partial Least Square (P1S) analysis with the help of SMART PLS4.1.1.0. The results of the study show that the t-value for the brand reputation variable on trust in a brand is smaller than the t-table ($1.552 < 1.65251$) and the p-values are also greater than 0.05 ($0.121 > 0.05$). This means that the first variable does not affect trust in a brand. brand experience and brand competence have the same t-values that are greater than t-table (t-value $X2 = 3.054 > 1.65251$) and (t-value $X3 = 7.119 > 1.65251$) and the P-values of both variables (p-value $X2 = 0.002 < 0.05$) and (p-value $X3 = 0.000 < 0.05$) so that the hypothesis can be accepted, then the brand experience and brand competence variables partially each have an effect on trust in a brand on iPhone product users in Indonesia. The P-values for all variables simultaneously are 0.000 where the value is smaller than 0.05 ($0.00 < 0.05$). The calculated F value is 103.704. This value is much greater than the calculated F value of 2.65. So it can be concluded that simultaneously brand reputation, brand experience, and brand competence have an effect on trust in a brand.

***Keywords*:** *Brand Reputation, Brand Experience, Brand Competence, Trust In A brand.*