

## ***ABSTRACT***

The Company should coordinate all of their marketing activities to face the tight competition recently. They should do that to fill consumer needs, create satisfaction and finally make consumer loyal on brand of their product and service. One of some factors that influences Brand Loyalty is Trust in a Brand. Trust in a Brand consists of Brand Characteristics, Company Characteristics, Consumer-Brand Characteristics. This research is done by distributing questionnaire to respondents around Crop Mountain Sandals store, especially Crop Mountain Sandals users. It used SPSS 12.0 with multiple linier regression to examine datas. The result shows Trust in a Brand has an impact on Brand Loyalty.

Keywords : Trust in a Brand, Brand Loyalty, Brand Characteristics, Company Characteristics, Consumer-Brand Characteristics.

## ABSTRAK

Dalam menghadapi persaingan yang semakin ketat, salah satu hal yang dapat dilakukan perusahaan adalah dengan mengkoordinasikan kegiatan pemasarannya. Hal tersebut dilakukan perusahaan untuk memenuhi kebutuhan, menciptakan kepuasan, dan pada akhirnya membuat pelanggannya setia atau *loyal* terhadap merek produk atau jasa perusahaan tersebut. Salah satu faktor yang dapat mempengaruhi loyalitas merek (*Brand Loyalty*) adalah kepercayaan merek (*Trust in a Brand*). Kepercayaan merek (*Trust in a Brand*) meliputi karakteristik merek (*Brand Characteristics*), karakteristik perusahaan (*Company Characteristics*), karakteristik merek konsumen (*Consumer-Brand Characteristics*). Penelitian ini dilakukan dengan menyebarkan kuesioner pada responden di sekitar toko sandal Crop Mountain yang pernah menggunakan sandal merek Crop Mountain. Pengujian dan pengolahan data menggunakan SPSS 12.0 dengan metode regresi linear berganda dan hasil pada penelitian ini menunjukkan adanya pengaruh kepercayaan merek (*Trust in a Brand*) terhadap loyalitas merek (*Brand Loyalty*)

Kata-kata kunci : Trust in a Brand, Brand Loyalty, Brand Characteristics, Company Characteristics, Consumer-Brand Characteristics.

## DAFTAR ISI

|                                                                             | Halaman |
|-----------------------------------------------------------------------------|---------|
| HALAMAN JUDUL .....                                                         | i       |
| HALAMAN PENGESAHAN .....                                                    | ii      |
| SURAT PERNYATAAN KEASLIAN SKRIPSI .....                                     | iii     |
| SURAT PERNYATAAN MENGADAKAN PENELITIAN TIDAK<br>MENGUNAKAN PERUSAHAAN ..... | iv      |
| LEMBAR PERSETUJUAN PUBLIKASI ILMIAH .....                                   | v       |
| KATA PENGANTAR .....                                                        | vi      |
| ABSTRACT .....                                                              | ix      |
| ABSTRAK .....                                                               | x       |
| DAFTAR ISI .....                                                            | xi      |
| DAFTAR GAMBAR.....                                                          | xiv     |
| DAFTAR TABEL .....                                                          | xv      |
| DAFTAR LAMPIRAN .....                                                       | xvi     |

### BAB I PENDAHULUAN

|                                        |   |
|----------------------------------------|---|
| 1.1 Latar Belakang Penelitian .....    | 1 |
| 1.2 Identifikasi Masalah .....         | 8 |
| 1.3 Maksud dan Tujuan Penelitian ..... | 9 |
| 1.4 Kegunaan Penelitian .....          | 9 |

### BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN PENGEMBANGAN HIPOTESIS

|                                                       |    |
|-------------------------------------------------------|----|
| 2.1 Kajian Pustaka.....                               | 10 |
| 2.1.1 Merek .....                                     | 10 |
| 2.1.2 <i>Trust in a Brand</i> .....                   | 11 |
| 2.1.3 <i>Brand Loyalty</i> .....                      | 13 |
| 2.1.4 Mengukur <i>Brand Loyalty</i> .....             | 16 |
| 2.1.5 Nilai Strategis dari <i>Brand Loyalty</i> ..... | 16 |

|                              |    |
|------------------------------|----|
| 2.2 Kerangka Pemikiran ..... | 19 |
| 2.3 Hipotesis .....          | 21 |

### **BAB III METODE PENELITIAN**

|                                                                           |    |
|---------------------------------------------------------------------------|----|
| 3.1 Lokasi dan Objek Penelitian .....                                     | 24 |
| 3.2 Jenis Penelitian .....                                                | 24 |
| 3.3 Teknik Pengumpulan Data .....                                         | 24 |
| 3.4 Populasi dan Sampel .....                                             | 25 |
| 3.4.1 Populasi .....                                                      | 25 |
| 3.4.2 Sampel .....                                                        | 26 |
| 3.5 Teknik Pengambilan Sampel .....                                       | 27 |
| 3.6 Definisi Operasional Variabel .....                                   | 28 |
| 3.7 Teknik Analisis Data .....                                            | 32 |
| 3.7.1 Uji Validitas .....                                                 | 32 |
| 3.7.2 Uji Reliabilitas .....                                              | 32 |
| 3.7.3 Uji Pengaruh Regresi .....                                          | 33 |
| 3.8 Kriteria Pengujian Hipotesis .....                                    | 34 |
| 3.9 Analisis Validitas .....                                              | 35 |
| 3.9.1 Analisis Pearson Correlation Brand Characteristic .....             | 35 |
| 3.9.2 Analisis Pearson Correlation Company Characteristic .....           | 36 |
| 3.9.3 Analisis Pearson Correlation Consumer-Brand<br>Characteristic ..... | 36 |
| 3.9.4 Analisis Pearson Correlation Brand Loyalty .....                    | 37 |
| 3.10 Analisis Reliabilitas .....                                          | 38 |

### **BAB IV HASIL PENELITIAN DAN PEMBAHASAN**

|                                                                                                      |    |
|------------------------------------------------------------------------------------------------------|----|
| 4.1 Analisis Karakteristik Responden .....                                                           | 40 |
| 4.1.1 Analisis Karakteristik Responden Sandal Merek Crop<br>Mountain Berdasarkan Jenis Kelamin ..... | 40 |
| 4.1.2 Analisis Karakteristik Responden Sandal Merek Crop<br>Mountain Berdasarkan Pendapatan .....    | 41 |

|                                       |                                                                                    |    |
|---------------------------------------|------------------------------------------------------------------------------------|----|
| 4.1.3                                 | Analisis Karakteristik Responden Sandal Merek Crop Mountain Berdasarkan Usia ..... | 40 |
| 4.2                                   | Analisis Pengujian Hipotesis (Regresi) .....                                       | 43 |
| 4.2.1                                 | Analisis Pengujian Besar Pengaruh Trust in a Brand Terhadap Brand Loyalty .....    | 43 |
| 4.2.2                                 | Analisis Pengujian Model Regresi .....                                             | 44 |
| 4.2.3                                 | Analisis Pengujian Hipotesis Penelitian .....                                      | 45 |
| 4.3                                   | Pembahasan Penelitian .....                                                        | 47 |
| 4.4                                   | Implikasi Manajerial .....                                                         | 49 |
| <br><b>BAB V KESIMPULAN DAN SARAN</b> |                                                                                    |    |
| 5.1                                   | Kesimpulan .....                                                                   | 51 |
| 5.2                                   | Keterbatasan Penelitian .....                                                      | 52 |
| 5.3                                   | Saran .....                                                                        | 52 |
| DAFTAR PUSTAKA .....                  |                                                                                    | 53 |
| LAMPIRAN .....                        |                                                                                    | 55 |

## DAFTAR GAMBAR

| Gambar | Judul                    | Halaman |
|--------|--------------------------|---------|
| 1      | Piramida Loyalitas ..... | 15      |
| 2      | Model Penelitian .....   | 23      |

## DAFTAR TABEL

| Tabel | Nama Tabel                                                | Halaman |
|-------|-----------------------------------------------------------|---------|
| I     | Operasional Variabel .....                                | 29      |
| II    | Pearson Correlations Brand Characteristics .....          | 35      |
| III   | Pearson Correlations Company Characteristics .....        | 36      |
| IV    | Pearson Correlations Consumer-Brand Characteristics ..... | 36      |
| V     | Pearson Correlations Brand Loyalty .....                  | 37      |
| VI    | Reliabilitas .....                                        | 38      |
| VII   | Jenis Kelamin Responden Crop Mountain Sandal .....        | 40      |
| VIII  | Pendapatan Responden Crop Mountain Sandal .....           | 41      |
| IX    | Usia Responden Crop Mountain Sandal .....                 | 42      |
| X     | Model Summary .....                                       | 43      |
| XI    | Anova .....                                               | 44      |
| XII   | Coefficients .....                                        | 45      |

## DAFTAR LAMPIRAN

| Lampiran | Judul                           | Halaman |
|----------|---------------------------------|---------|
| A        | Kuesioner Data Penelitian ..... | 55      |
| B        | Uji Validitas .....             | 57      |
| C        | Uji Reliabilitas .....          | 62      |
| D        | Identitas Responden .....       | 66      |
| E        | Uji Regresi .....               | 69      |