Penelitian ini bertujuan untuk menganalisis mengenai pengaruh Brand Trust yang meliputi brand intentions dan brand reliability terhadap Brand Loyalty produk shampoo Sunsilk. Brand loyalty adalah suatu komitmen yang mendalam untuk melakukan pembelian ulang produk atau jasa yang menjadi preferensinya secara konsisten pada masa yang akan datang dengan cara membeli ulang merek yang sama meskipun ada pengaruh situasional dan usaha pemasaran yang dapat menimbulkan perilaku peralihan. Faktor yang mempengaruhi brand loyalty salah satunya adalah brand trust.

Penelitian ini dilakukan dengan menyebarkan kuesioner pada reponden yang pernah menggunakan produk shampoo Sunsilk sebanyak 130 responden. Pengujian dan pengolahan data menggunakan SPSS versi 14.00 dengan metode regresi berganda.

Hasil penelitian ini menunjukkan adanya pengaruh positif brand reliability terhadap brand loyalty. Hasil penelitian ini juga menunjukkan tidak ada pengaruh positif brand intentions terhadap brand loyalty.

Kata kunci: Brand Trust, Brand Reliability, Brand Intentions, Brand Loyalty.
ABSTRACT

This study was intended to analyze the influence of the Brand Trust (with the aspects of brand intentions and brand reliability) on brand loyalty of the Sunsilk Shampoo Product. Brand Loyalty is a deeply held commitment from the consumer to repeat the purchase of the product or service that becomes his/her consistent preference on the future, which expressed from re-buying the product of the chosen brand, even if there were situational influence and marketing efforts from the competitor that can drive the switching behavior. One of the factors that influenced the Brand Loyalty was Brand Trust.

The study was conducted, with questionnaire method that was administered to 130 respondents that use Sunsilk Shampoo. The hypotheses testing and data analysis was conducted using the SPSS ver. 14.00, using multiple regression method.

The result from this study shows that there was a positive influence of the brand reliability on brand loyalty. The result also shows there was not positive influence of the brand intentions on brand loyalty.

Keywords: Brand Trust, Brand Reliability, Brand Intentions, Brand Loyalty.
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