ABSTRAK
Perilaku konsumen merupakan ilmu yang mempelajari mengenai bagaimana tindakan dan motivasi yang diambil pelanggan dalam mendapatkan produk, dimana hal tersebut akan mempengaruhi dalam pengambilan keputusan mengenai produk yang akan dibeli dan dikonsumsi. Oleh karena itu, merek merupakan salah satu pertimbangan paling penting bagi konsumen untuk mendukung keputusan mereka tentang produk yang akan dibeli dan dikonsumsi. Merek telah menjadi salah satu faktor yang penting dalam strategi pemasaran perusahaan. Merek tidak berdiri sendiri. Merek harus sesuai dengan komponen-komponen strategi pemasaran yang lain, aspek-aspek lain dari produk serta harus sesuai dengan strategi promosi yang dilakukan.


Kata-kata kunci: Consumer Behavior, Brand Trust, Consumer Loyalty.
DAFTAR ISI

Kata Pengantar ........................................................................................................... i
Abstrak ...................................................................................................................... iv
Daftar Isi .................................................................................................................... v
Daftar Tabel ............................................................................................................... viii
Daftar Gambar ......................................................................................................... ix
BAB I. PENDAHULUAN .................................................................................. 1
  1.1 Latar Belakang Masalah ........................................................................... 1
  1.2 Identifikasi Masalah ............................................................................. 4
  1.3 Tujuan Penelitian ............................................................................... 4
  1.4 Kontribusi Penelitian ........................................................................ 4
  1.5 Batasan Penelitian ............................................................................. 5
  1.6 Kerangka Pemikiran ......................................................................... 5
  1.7 Sistematika Penulisan ....................................................................... 6
BAB II. LANDASAN TEORI .......................................................................... 7
  2.1 Marketing ............................................................................................... 7
  2.2 Consumer Behavior .......................................................................... 10
  2.3 Consumer satisfaction ...................................................................... 16
  2.4 Consumer Loyalty ........................................................................... 18
  2.5 Brand .................................................................................................... 20
  2.5.1 Brand Loyalty ............................................................................... 22
2.5.2 Brand Image ................................................................. 24
2.5.3 Brand Trust ............................................................... 25

BAB III OBJEK dan METODOLOGI PENELITIAN .......... 28
3.1 Objek Penelitian .......................................................... 28
3.2 Metodologi Penelitian .................................................. 29
  3.2.1 Desain Penelitian ...................................................... 29
  3.2.2 Pengukuran dan Operasionalisasi Variabel ................. 30
  3.2.3 Populasi dan Sampel ............................................... 31
    3.2.3.1 Kriteria Pemilihan Sampel ................................. 32
    3.2.3.2 Metode Pengambilan Sampel ........................... 32
    3.2.3.3 Jumlah Sampel ............................................... 33
  3.2.4 Teknik Pengumpulan Data ....................................... 33
  3.2.5 Validitas dan Reliabilitas ........................................ 34
    3.2.5.1 Uji Validitas .................................................... 34
    3.2.5.2 Uji Reliabilitas ............................................... 34
  3.2.6 Metode Analisis Data ............................................. 34

BAB IV ANALISIS dan PEMBAHASAN ............................ 39
4.1 Karakteristik Responden ............................................. 39
  4.1.1 Karakteristik Responden Berdasarkan Jenis Kelamin .... 39
  4.1.2 Karakteristik Responden Berdasarkan Usia ................ 40
  4.1.3 Karakteristik Responden Berdasarkan Tingkat Pendidikan Terakhir ......................................................... 41
4.2 Hasil Uji Validitas dan Reliabilitas ............................... 42
4.1.2 Hasil Uji Validitas .............................................................. 42

4.1.2 Hasil Uji Reliabilitas ......................................................... 45

4.3 Hasil Uji Cluster ................................................................. 46

BAB V KESIMPULAN DAN SARAN ........................................... 45

5.1 Kesimpulan ......................................................................... 54

5.2 Saran .................................................................................. 57

Daftar Pustaka ............................................................................ x

Lampiran
DAFTAR TABEL

Hal

Tabel 3.1 Operasionalisasi Variabel.................................................................4
Tabel 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin.........................39
Tabel 4.2 Karakteristik Responden Berdasarkan Usia........................................36
Tabel 4.3 Karakteristik Responden Berdasarkan Pendidikan Terakhir................41
Tabel 4.4 KMO and Bartlett’s Test....................................................................43
Tabel 4.5 Rotated Component Matrix(a)............................................................ 43
Tabel 4.6 Ringkasan Hasil Uji Validitas ............................................................44
Tabel 4.7 Ringkasan Hasil Uji Reliabilitas .........................................................45
Tabel 4.8 ANOVA ..............................................................................................46
Tabel 4.9 Hasil Uji ...............................................................................................47
Tabel 4.10 Analisis Variabel yang Signifikan .....................................................48
Tabel 4.11 Final Cluster Centers ......................................................................49
Tabel 4.12 Number of Cases in each Cluster ....................................................50
DAFTAR GAMBAR

Hal

Gambar 1.1 Kerangka Pemikiran.................................................................5
Gambar 2.1 Model Teoritis......................................................................26