

INTISARI

Penelitian ini bertujuan untuk menguji faktor-faktor yang mempengaruhi *brand credibility*, *commitment*, dan *self-brand connection* untuk produk susu fermentasi dalam kemasan merek Yakult di Surabaya. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang pernah membeli dan mengonsumsi produk susu fermentasi dalam kemasan merek Yakult dalam 1 tahun terakhir, dan berpendidikan minimal SMA. Responden dalam penelitian ini berjumlah 170 orang. Analisis dalam penelitian ini dengan menggunakan model SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 18.0 *for Windows* serta *Lisrel 8.70* untuk pengujian Model *Measurement* dan *Structural*.

Hasil penelitian ini menunjukkan bahwa *Brand Attitude* memiliki pengaruh positif dan signifikan pada *Brand Credibility*; *Health Motivation* memiliki pengaruh positif dan signifikan pada *Brand Credibility*; *Brand Credibility* dan *Brand Affect* memiliki pengaruh positif dan signifikan pada *Purchase Intention*; *Purchase Intention* memiliki pengaruh positif dan signifikan pada *Brand Commitment*; *Brand Credibility* pada *Price* dan *Self-Brand Connection*, *Brand Familiarity* dan *Brand Attitude* pada *Purchase Intention*, *Purchase Intention* pada *Self-Brand Connection*, *Brand Commitment* pada *Self-Brand Connection*, *Self-Brand Connection* pada *Price*, dan 7 hasil penelitian dengan pengaruh melalui mediasi tidak signifikan atau dapat dikatakan tidak memiliki makna.

Kata kunci: *Brand Credibility*, *Brand Commitment*, *Health Motivation*, dan *Self-Brand Connection*.

ABSTRACT

This study aimed to examine the factors that influence brand credibility, commitment and self-brand connection on fermented milk products, Yakult, in Surabaya. This study used purposive sampling approach, which the sample consists of respondents who had bought and consumed fermented milk products, Yakult, within the last 12 months (1 year), and have a minimum education of high school. Respondents in this study amounted to 170 people. The analysis in this study used a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows and Lisrel 8.70 for testing Measurement and Structural Model.

The result indicates that Brand Attitude have positive and significant impact on Brand Credibility; Health Motivation have positive and significant impact on Brand Credibility; Brand Credibility and Brand Affect have positive and significant impact on Purchase Intention; Purchase Intention have positive and significant impact on Brand Commitment; Brand Credibility on Price and Self-Brand Connection, Brand Familiarity and Brand Attitude on Purchase Intention, Purchase Intention on Self-Brand Connection, Brand Commitment on Self-Brand Connection, Self-Brand Connection on Price, and all result of research by mediation is not significant or said to not have any meaning.

Keywords: Brand Credibility, Brand Commitment, Health Motivation, and Self-Brand Connection.