

INTISARI

Tujuan penelitian ini untuk mengetahui pengaruh *brand awareness*, *brand credibility*, *brand commitment* terhadap *loyalty intentions* produk *deodorant* merek Rexona pada mahasiswa di Surabaya.

Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel responden berupa mahasiswa aktif di Surabaya yang membeli dan menggunakan *deodorant* merek Rexona. Responden dalam penelitian ini berjumlah 160 orang. Penelitian ini dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan program PASW *statistics* 18 dan IBM AMOS versi 22 untuk *Windows*.

Hasil penelitian ini menemukan bahwa *brand commitment* berpengaruh positif terhadap *loyalty intentions*. *Brand credibility* berpengaruh positif terhadap *brand commitment*. *Brand credibility* tidak berpengaruh terhadap *loyalty intentions*. *Brand awareness* berpengaruh positif terhadap *brand credibility*. *Brand awareness* tidak berpengaruh terhadap *loyalty intentions*.

Kata kunci: *Brand awareness*, *brand credibility*, *brand commitment*, *loyalty intentions*.



ABSTRACT

The purpose of the study was to find out the influence of brand awareness, brand credibility, brand commitment on loyalty intentions of Rexona deodorant on students in Surabaya.

The method of the study was a control study with a quantitative approach. This research used a purposive sampling approach, where the sample of respondents in the form of active students in Surabaya who have purchased and used Rexona deodorant. There were 160 respondents involved in this research. This research was analyzed using Structural Equation Modeling (SEM) with the PASW statistics 18 program and IBM AMOS version 22 for Windows.

This research found that brand commitment has a direct positive effect on loyalty intentions. Brand credibility has a direct positive effect on brand commitment. Brand credibility has no influence on loyalty intentions. Brand awareness has a direct positive effect on brand credibility. Brand awareness has no influence on loyalty intentions.

Keywords : Brand awareness, brand credibility, brand commitment, loyalty intentions.

