

JUDUL: PENGARUH BRAND COMUNICATION, *BRAND IMAGE*, BRAND TRUST TERHADAP *BRAND LOYALTY* NUTRISARI DI SURABAYA

Nama : Diant Ardianto S

Jurusan/Program Studi : Manajemen

Pembimbing I : Dr. Dudi Anandya, S.T., M.Si.

Pembimbing II : Dra.es. Indarini M.M., CPM (Asia)

ABSTRAK

Penelitian ini bertujuan untuk membuktikan pengaruh dari *brand communication*, *brand image*, *brand trust* terhadap *brand loyalty* Nutrisari di Surabaya. Jenis penelitian yang digunakan adalah *basic business research* dengan tujuan *causal* dan pendekatan penelitian kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling* dengan sampel merupakan Nutrisari. Responden yang digunakan dalam penelitian ini berjumlah 140 orang. Analisis dalam penelitian ini adalah SEM (*Structural Equation Modelling*) dan kemudian diolah dengan menggunakan *software SPSS* versi 25 *for windows* dan juga AMOS versi 22.0 *for windows* yang digunakan untuk pengujian *Measurement Model (Outer Model)* dan *Structural Model (Inner Model)*.

Hasil penelitian ini menunjukkan bahwa *brand communication* berpengaruh memiliki pengaruh terhadap *brand image*, *brand communication* tidak berpengaruh terhadap *brand trust*, *brand image* berpengaruh terhadap *brand trust*, *brand trust* berpengaruh terhadap *brand loyalty*.

Kata kunci : *brand communication*, *brand image*, *brand trust*, *brand loyalty*

*TITLE: EFFECT OF BRAND COMUNICATION BRAND IMAGE BRAND TRUST
ON NUTRISARI BRAND LOYALTY IN SURABAYA*

Name: Diant Ardianto S

Department / Study Program: Management

Advisor I: Dr. Dudi Anandya, S.T., M.Sc.

Advisor II: Dra.es. Indarini M.M., CPM (Asia)

ABSTRACT

This study aims to prove the effect of brand communication, brand image, brand trust on Nutrisari brand loyalty in Surabaya. The type of research used is basic business research with causal objectives and quantitative research approaches. This study uses a purposive sampling approach with the sample is Nutrisari. The number of respondents used in this study was 140 people. The analysis in this study is SEM (Structural Equation Modeling) and then processed using SPSS software version 25 for windows and AMOS version 22.0 for windows used for testing the Measurement Model (Outer Model) and Structural Model (Inner Model).

The results of this study show that the influence of brand communication has an influence on brand image, brand communication has no effect on brand trust, brand image has an effect on brand popularity, brand trust has an effect on brand loyalty.

Keywords: brand communication, brand image, brand trust, brand loyalty

