

Pengaruh *Brand Trust* Pada *Brand Loyalty*
Konsumen Kopi Kenangan Surabaya

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ABSTRAK

Pada era globalisasi seperti saat ini, bisnis ritel di bidang makanan dan minuman sangat banyak bermunculan. Kedai kopi menjadi salah satu bisnis yang sedang menjadi trend untuk para pebisnis ritel di Indonesia saat ini. Artikel ini ingin fokus untuk mempelajari apakah *brand image* mempengaruhi *satisfaction* dan, *brand trust* dapat mempengaruhi *brand loyalty* konsumen yang pernah membeli, mengonsumsi dan mengunjungi kopi kenangan. Responden dalam penelitian ini berjumlah 175 orang. Analisis dalam penelitian ini menggunakan SEM (*Structural Equation Modeling*) dan diolah menggunakan software SPSS versi 17.0 *for Windows* serta AMOS versi 26.0 *for Windows* untuk pengujian Model *Measurement* dan telah terdukung dan berpengaruh positif signifikan. Adapun hipotesis tersebut yaitu *brand image*, *satisfaction*, *brand trust* dan *brand loyalty*.

Kata kunci: food and beverage retail, brand trust, brand loyalty, kopi kenangan.



*Effect Brand Trust on Brand Loyalty
Consumer Kopi Kenangan Surabaya*

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ABSTRACT

In this era of globalization, there are many retail businesses in the food and beverage sector. Coffee shops are one of the businesses that are becoming a trend for retail businesses in Indonesia today. This article would like to focus on studying whether brand image affects satisfaction and, brand trust can influence brand loyalty of consumers who have bought, eaten, and visited memorable coffee.. Respondents in this study were estimated to be 175 people. The analysis in this study uses SEM (Structural Equation Modeling) and is processed using SPSS software version 17.0 for Windows and AMOS version 26.0 for Windows for testing the Measurement Model and has been supported and has a significant positive effect. The hypothesis is brand image, satisfaction, brand trust, and brand loyalty.

Keywords: food and beverage retail, brand trust, brand loyalty, kopi kenangan.