

PENGARUH *BRAND PERCEPTION* TERHADAP *BRAND LOYALTY* DAN  
*WORD-OF-MOUTH* PADA BISNIS *CELEBRITY FITNESS GYM* DI  
SURABAYA

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui dan menganalisis variabel terkait *brand perception* yang dapat memengaruhi *brand loyalty* dan *word-of-mouth* pada bisnis *Celebrity Fitness Gym* di Surabaya. Penelitian ini menganalisis persepsi merek pengguna layanan olahraga publik, membuat model persamaan struktural yang menganalisis bagaimana kredibilitas dan kepercayaan memengaruhi kesesuaian pengguna dengan merek dan bagaimana sikap positif terhadap merek memengaruhi tingkat loyalitas dan rekomendasi. Penelitian ini tergolong jenis *basic research* dengan pendekatan kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik *non-probability sampling* dengan jenis *purposive sampling*. Target populasi pada penelitian ini adalah pengguna layanan *Celebrity Fitness Gym* dan karakteristik yang digunakan dalam penelitian ini adalah pria dan wanita yang berdomisili di kota Surabaya, berusia antara 18–30 tahun, memiliki pendidikan terakhir minimal SMA atau sederajat, pernah menggunakan layanan *Celebrity Fitness Gym* minimal 2 kali seminggu dalam 6 bulan terakhir. Sampel yang digunakan dalam penelitian ini sebanyak 180 responden. Penelitian ini menggunakan analisis *SEM (Structural Equation Modelling)* dengan memakai *software* SPSS 25.0 dan AMOS 22 untuk melakukan pengujian model pengukuran dan model struktural. Hasil penelitian ini menunjukkan bahwa satu dari sebelas hipotesis tidak terdukung. Hipotesis yang terdukung yaitu pengaruh *brand credibility* terhadap *brand trust*, *brand credibility* terhadap *brand congruence*, *brand credibility* terhadap *brand attitudes*, *brand trust* terhadap *brand congruence*, *brand trust* terhadap *brand attitudes*, *brand congruence* terhadap *brand attitudes*, *brand congruence* terhadap *brand loyalty*, *brand congruence* terhadap *WOM*, *brand attitudes* terhadap *WOM*, dan *brand loyalty* terhadap *WOM*. Sedangkan hipotesis yang tidak terdukung yaitu pengaruh *brand attitudes* terhadap *brand loyalty*.

Kata Kunci: *Brand perception, Marketing, Sports services, Loyalty, Word-of-mouth*

**THE EFFECT OF BRAND PERCEPTION ON BRAND LOYALTY AND WORD-OF-MOUTH IN CELEBRITY FITNESS GYM BUSINESS IN SURABAYA**

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**ABSTRACT**

*The purpose of this research is to understand and analyse the variables related to brand perception that can affect brand loyalty and word-of-mouth in the Celebrity Fitness Gym business in Surabaya. This study analyses the brand perception of users of public sports services, constructs a structural equation model that analyses how credibility and trust affect the user's congruence with the brand and how positive attitudes towards the brand affect the level of loyalty and recommendation. This research is classified as a casual research with a quantitative approach. The sampling technique used in this research is a non-probability sampling with a purposive sampling type. The target population used in this research were male and female who live in Surabaya, aged between 18-30 years old, minimum education SMA / equivalent, have used Celebrity Fitness Gym Services at least twice a week in the last six months. The sample used in this research were 180 respondents. This research used SEM (Structural Equation Modelling) analysis using SPSS 25.0 and AMOS 22 software to test the measurement model and structural model. The results of this research indicate that one of the eleven hypotheses is not supported. The supported hypothesis is the influence of brand credibility on brand trust, brand credibility on brand congruence, brand credibility on brand attitudes, brand trust on brand congruence, brand trust on brand attitudes, brand congruence on brand attitudes, brand congruence on brand loyalty, brand congruence with WOM, brand attitudes towards WOM, and brand loyalty to WOM. While the hypothesis that is not supported is the influence of brand attitudes on brand loyalty.*

*Keywords: Brand perception, Marketing, Sports services, Loyalty, Word-of-mouth*