

## INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *risk aversion* terhadap *brand loyalty* melalui mediasi oleh *brand trust* dan *brand affect smartphone* merek Blackberry di Surabaya.

Penelitian ini menggunakan *Structural Equation Modelling* (SEM) dengan *software* LISREL versi 8.7. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik *non probability sampling* dengan jenis *convenience sampling*. Penelitian ini menggunakan survei dengan mengumpulkan data dengan menanyakan langsung kepada responden melalui kuesioner. Jumlah sampel dalam penelitian ini adalah 100 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *Risk Aversion* terhadap *Brand Trust*, *Risk Aversion* terhadap *Brand Affect*, *Brand Affect* terhadap *Attitudinal Loyalty*, *Risk Aversion* terhadap *Purchase Loyalty*, *Risk Aversion* terhadap *Attitudinal Loyalty smartphone* Blackberry di Surabaya. Sedangkan pengaruh *Brand Trust* terhadap *Purchase Loyalty*, *Brand Trust* terhadap *Attitudinal Loyalty*, *Brand Affect* terhadap *Purchase Loyalty* tidak terbukti.

Kata kunci: *Risk Aversion*, *Brand Trust*, *Brand Affect*, *Purchase Loyalty*, dan *Attitudinal Loyalty*

## **ABSTRACT**

*This study aims to know and examine the influence of Risk Aversion of Brand Loyalty from the mediation effect of Brand Trust and Brand Affect on smartphone brand Blackberry in Surabaya.*

*This research uses Structural Equation Modelling (SEM) with LISREL 8.7 software version. Sampling techniques used in this research are non-probability sampling techniques with this type of convenience sampling. This research uses surveys to gather data by asking directly to respondents through the questionnaire. The number of samples in this study are 100 respondents.*

*The results of this study demonstrate the influence of Risk Aversion of Brand Trust, Risk Aversion of Brand Affect, Brand Affect of Attitudinal Loyalty, Risk Aversion of Purchase Loyalty, Risk Aversion of Attitudinal Loyalty on Blackberry smartphones in Surabaya. While the influence of Brand Trust of Purchase Loyalty, Brand Trust of Attitudinal Loyalty, Brand Affect of Purchase Loyalty is rejected.*

*Key words: Risk Aversion, Brand Trust, Brand Affect, Purchase Loyalty, dan Attitudinal Loyalty*