

**PENGARUH SPONSORSHIP DAN BRAND IMAGE
TERHADAP BRAND LOYALTY
(Studi pada *Followers* Instagram *Smartphone* Samsung
di Indonesia)**

SKRIPSI

Diajukan untuk memenuhi salah satu syarat
Menempuh Ujian Sidang Sarjana pada
Program Studi Pendidikan Bisnis



Oleh

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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

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Juli 2023

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TERHADAP BRAND LOYALTY
(Studi pada *Followers* Instagram *Smartphone* Samsung
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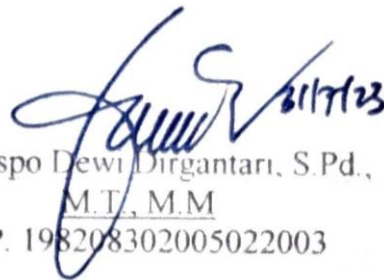
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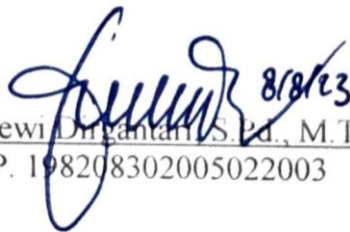
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini penulis menyatakan bahwa skripsi dengan judul "**Pengaruh Sponsorship dan Brand Image terhadap Brand Loyalty (Studi pada Followers Instagram Smartphone Samsung di Indonesia)**" beserta seluruh isinya adalah benar-benar karya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini saya siap menanggung resiko ataupun sanksi yang dijatuhkan kepada saya apabila adanya pelanggaran terhadap etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, 26 Juli 2023
Pembuat Pernyataan



Riski Rifaldo

ABSTRAK

Riski Rifaldo (1800499) “**Pengaruh Sponsorship dan Brand Image terhadap Brand Loyalty (Studi pada Followers Instagram Smartphone Samsung di Indonesia)**” di bawah bimbingan Prof. Dr. Agus Rahayu, MP.dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari sponsorship dan *brand image* terhadap *brand loyalty*. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 1.900.000 dengan sampel berjumlah 200 responden yang merupakan *Followers Instagram Smartphone Samsung Indonesia* dengan menggunakan teknik *simple random sampling*. Data diolah secara statistik dengan metode *Structural Equation Modeling (SEM)*. Hasil temuan pada penelitian ini menemukan bahwa gambaran *sponsorship*, *brand image* dan *brand loyalty* berada di kategori cukup baik. *Sponsorship* dan *brand image* memiliki pengaruh positif dan signifikan terhadap *brand loyalty*. Temuan ini menunjukkan bahwa penerapan *sponsorship* dan *image* yang dilakukan *smarthphone Samsung* akan mendorong *brand loyalty*.

Kata Kunci : *sponsorship, brand image, brand loyalty*

ABSTRACT

Riski Rifaldo (1800499) "***The Influence of Sponsorship and Brand Image on Brand Loyalty (Study on Samsung Smartphone Instagram Followers in Indonesia)***" under the guidance of Prof. Dr. Agus Rahayu, MP. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T. , M.M

This study aims to obtain an overview and influence of sponsorship and brand image on brand loyalty. This research uses descriptive and verification methods with a quantitative approach. The population in this study amounted to 1,900,000 with a sample of 200 respondents who were Followers Instagram Smartphone Samsung Indonesia using a simple random sampling technique. The data were processed statistically using the Structural Equation Modeling (SEM) method. The findings in this study found that the description of sponsorship, brand image and brand loyalty is in a fairly good category. Sponsorship and brand image have a positive and significant influence on brand loyalty. These findings indicate that the implementation of sponsorship and image by Samsung smartphones will encourage brand loyalty.

Keywords: sponsorship, brand image, brand loyalty

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NIM. 1800499

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