

**PENGARUH *BRAND TRUST* TERHADAP *BRAND LOYALTY*
MELALUI *BRAND ATTACHMENT*
(Survei pada konsumen Kintsugi Café Bandung)**

SKRIPSI

Diajukan untuk Memenuhi Syarat Memperoleh Gelar sarjana
Pariwisata Pada Program Studi Manajemen Pemasaran Pariwisata



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LEMBAR HAK CIPTA
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LEMBAR PENGESAHAN
PENGARUH *BRAND TRUST* TERHADAP *BRAND LOYALTY* MELALUI
BRAND ATTACHMENT
(Survei pada konsumen Kintsugi Café Bandung)

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ABSTRAK

Kania Princessa Aisyah, 2009382, “Pengaruh *Brand Trust Terhadap Brand Loyalty Melalui Brand Attachment*” (Survei pada Konsumen Kintsugi Café Bandung) di bawah bimbingan Ibu Yeni Yuniawati, S.Pd., MM dan Ibu Endah Fitriyani, S.Par, M.M Par.

Brand loyalty telah menjadi masalah penting dalam literatur pemasaran sejak pada tahun 1952. Munculnya banyak merek untuk konsumen (dengan variannya) secara global dengan cepat, meningkatnya fragmentasi pasar, semakin populernya merek khusus, dan pertumbuhan merek dapat membuat penurunan pada *brand loyalty*. Salah satunya terjadi pada industri *coffee shop*. Menjamurnya *coffee shop* di Bandung membuat konsumen *coffee shop* jarang melakukan kunjungan ulang sebab banyaknya pilihan *brand* yang tersedia. Oleh karena itu setiap pemilik café dituntut untuk dapat berlomba lomba menarik minat masyarakat untuk berkunjung dan menciptakan loyalitas pembelian dan *brand loyalty* pada kafanya. Penelitian ini bertujuan untuk mengetahui gambaran penilaian konsumen akan penerapan *brand trust* pada Kintsugi Café Bandung, gambaran *brand attachment* pada Kintsugi Café Bandung, gambaran *brand loyalty* pada Kintsugi Café Bandung, dan pengaruh *brand trust* terhadap *brand loyalty* melalui *brand attachment* pada Kintsugi Café Bandung. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif. Adapun teknik pengumpulan data yang digunakan adalah kuesioner daring. Populasi dari penelitian ini adalah konsumen yang datang ke Kintsugi Café Bandung minimal dua kali dalam setahun sebanyak 275 responden. Teknik analisis yang digunakan adalah SEM (*Structural Equation Model*) dengan bantuan aplikasi AMOS 24.0 *for windows*. Berdasarkan pengujian yang telah dilakukan diperoleh hasil bahwa *brand trust* berpengaruh secara positif signifikan terhadap *brand loyalty* melalui *brand attachment*. Sehingga peneliti merekomendasikan Kintsugi Café Bandung untuk tetap mempertahankan aspek-aspek *brand trust* dan *brand attachment* untuk dapat mempertahankan *brand loyalty*.

Kata Kunci: Industri *coffee shop*, *brand trust*, *brand attachment*, *brand loyalty*, *food and beaverage*.

ABSTRACT

Kania Princessa Aisyah, 2009382, "*The Influence of Brand Trust on Brand Loyalty Through Brand Attachment*" (A Survey of Kintsugi Café Bandung Consumers) under the guidance of Mrs. Yeni Yuniawati, S.Pd., MM and Mrs. Endah Fitriyani, S.Par, M.M Par.

Brand loyalty has been an important issue in marketing literature since 1952. The rapid emergence of many consumer brands for consumers globally, increasing market fragmentation, the increasing popularity of niche brands, and brand growth can lead to a decline in brand loyalty. One of them occurred in the coffee shop industry. The emergence of many coffee shoppes in bandung means thar coffee shop consumers rarely make reapeat visits because of the large choice of brand available. Therefore, every café owner is required to be able to compete to attract people's interest in visiting and create purhasing loalty and brand loyalty to their café. This research aims to determine the description of consumer assessments regarding the application of brand trust at Kintsugi Café Bandung, the description of brand attachment at Kintsugi Café Bandung, the description of brand loyalty at Kintsugi Café Bandung, and the influence of band trust on brand loyalty through brand attachment at Kintsugi Café Bandung. The research methods used are descriptive and verification methods. The data collection technique used was an online questionnaire. The population of this research is consumers who come to Kintsugi Café Bandung at least twice a year, totaling 275 respondents. The analysis technique used is SEM (Structural Equation Model) with the help of AMOS 24.0 for windows application. Based on the tests that have been carried out, the results show that brand trust has a significant positive effect on brand loyalty through brand attachment, so researchers recommend Kintsugi Café Bandung to mainting aspects of brand trust and brand attachment to increasing and maintain brand loyalty.

Key words: *Coffee shop industry, brand trust, brand attachment, brand loyalty, food and beaverage.*

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