

**PENGARUH *BRAND IMAGE* DAN *BRAND CREDIBILITY*
TERHADAP *BRAND LOYALTY*
(Survei Pada Anggota The Body Shop di Indonesia)**

SKRIPSI

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



Oleh
Rachmah Nur Artanti
NIM. 1806607

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
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Oleh:
Rachmah Nur Artanti
1806607

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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LEMBAR PENGESAHAN

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Skripsi ini disetujui dan disahkan oleh:

Pembimbing I



Dr. Bambang Widjajanta, M.M.
NIP. 19611022 198903 1 002

Pembimbing II



Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 19820830 200502 2 003

Ketua Program Studi
Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 19820830 200502 2 003

Tanggung Jawab Yuridis
Ada pada Penulis



Rachmah Nur Artanti
NIM.1806607

ABSTRAK

Rachmah Nur Artanti (1806607), “**Pengaruh *Brand Image* dan *Brand Credibility* terhadap *Brand Loyalty* (Survei Pada Anggota The Body Shop Di Indonesia)**”. Di bawah bimbingan Dr. Bambang Widjajanta, M.M dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *brand image* dan *brand credibility* terhadap *brand loyalty* pada anggota The Body Shop di Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Variabel terikat dalam penelitian ini adalah *brand loyalty* serta variabel bebas *brand image* dan *brand credibility*. Populasi dalam penelitian ini adalah anggota The Body Shop di Indonesia. Pengambilan sampel dalam penelitian ini dengan menggunakan metode sampel penilaian atau *purposive sampling* dengan menggunakan teknik *non-probability sampling* terhadap 200 responden. Teknik analisis yang digunakan adalah *Structural Equation Modeling* (SEM). Hasil temuan penelitian ini menunjukkan bahwa gambaran *brand image*, *brand credibility*, dan *brand loyalty* berada pada kategori tinggi. Hasil penelitian menunjukkan *brand image* berpengaruh signifikan terhadap *brand loyalty*, *brand credibility* berpengaruh signifikan terhadap *brand loyalty*, serta variabel *brand image* dan *brand credibility* berpengaruh signifikan terhadap *brand loyalty*.

Kata kunci: *Brand image*, *brand credibility*, dan *brand loyalty*

ABSTRACT

Rachmah Nur Artanti (1806607), “*The Influence of Brand Image and Brand Credibility on Brand Loyalty (A Survey on Members of The Body Shop in Indonesia)*”. Under the guidance of Dr. Bambang Widjajanta, M.M and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

This study aims to obtain an overview and determine the influence of brand image and brand credibility on brand loyalty among members of The Body Shop in Indonesia. The research utilizes descriptive and verificative methods with a quantitative approach. The dependent variable in this study is brand loyalty, while the independent variables are brand image and brand credibility. The population in this study were members of The Body Shop in Indonesia. Sampling is conducted using an assessment sample method or purposive sampling method with non-probability sampling technique on 200 respondents. The analysis technique used is Structural Equation Modeling (SEM). The findings of this research indicate that brand image, brand credibility, and brand loyalty are in the high category. The results show that brand image significantly influences brand loyalty, brand credibility significantly influences brand loyalty, and both brand image and brand credibility variables significantly influence brand loyalty.

Keywords: *Brand image, brand credibility, and brand loyalty*

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