

**PENGARUH *BRAND EXPERIENCE* TERHADAP *BRAND LOVE* MELALUI *BRAND AUTHENTICITY* PADA PRODUK  
SEPATU COMPASS  
(Survei terhadap Komunitas Teman Compass di Facebook)**

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat  
Menempuh Ujian Sidang Sarjana Pendidikan  
Program Studi Pendidikan Bisnis



Oleh  
**Novianty Megapratwi**  
**1901811**

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS  
UNIVERSITAS PENDIDIKAN INDONESIA  
2024**

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**1901811**

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

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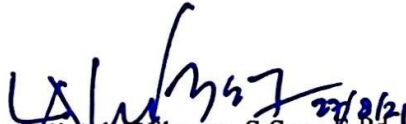
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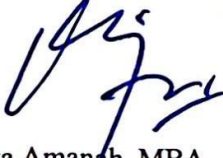
**PENGARUH BRAND EXPERIENCE TERHADAP BRAND LOVE  
MELALUI BRAND AUTHENTICITY PADA PRODUK SEPATU COMPASS  
(Survei terhadap Komunitas Teman Compass di Facebook)**

Skripsi ini disetujui dan disahkan oleh:

Pembimbing I

  
Dr. Lili Aei Wibowo, S.Sos., S.Pd., M.M.  
NIP. 19690404 199903 1 001

Pembimbing II

  
Dr. Dita Amanah, MBA  
NIP. 1973219200012 2001

Mengetahui,  
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

  
Novianty Megapratiwi  
1901811

## PERNYATAAN KEASLIAN SKRIPSI

Yang bertanda tangan di bawah ini:

Nama : Novianty Megapratwi

NIM : 1901811

Program Studi : Pendidikan Bisnis

Fakultas : Fakultas Pendidikan Ekonomi dan Bisnis

Menyatakan dengan sesungguhnya bahwa skripsi dengan judul **“Pengaruh Brand Experience terhadap Brand Love melalui Brand Authenticity Pada Produk Sepatu Compass (Survei terhadap Komunitas Teman Compass di Facebook)”** ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko dan sanksi yang dijatuhkan kepada saya apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, 27 Agustus 2024  
Pembuat Pernyataan



Novianty Megapratwi  
NIM. 1901811

## ABSTRAK

Novianty Megapratwi (1901811)“**Pengaruh *Brand Experience* terhadap *Brand Love* melalui *Brand Authenticity* pada Produk Sepatu Compass” (Survei terhadap Komunitas Teman Compass di Facebook)” di bawah bimbingan Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M. dan Dr. Dita Amanah, MBA**

Industri *fashion* di Indonesia memiliki potensi yang besar terutama pada kategori sepatu. Sektor *fashion* masih terdapat masalah dalam keterlibatan pelanggan, di mana dalam melibatkan pelanggan saat melakukan *branding* dan memasarkan merek pakaian *fashion* mereka dalam membangun basis pelanggan yang loyal sekaligus menjadi kecintaan terhadap merek yang akan berpengaruh signifikan. Terdapat banyak merek sepatu yang masuk ke Indonesia seperti ssepatu Compass. Komunitas yang dimiliki oleh sepatu Compass ini menjadi salah satu strategi yang tepat adalah dengan mendapatkan dan mempertahankan *brand love*. Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *brand experience*, *brand authenticity* dan *brand love* pada komunitas teman Compass di Facebook. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel penelitian ini berjumlah 200 responden yang merupakan komunitas teman Compass di Facebook. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil pada penelitian ini menemukan bahwa gambaran *brand experience*, *brand authenticity* dan *brand love* berada di kategori cukup baik. *brand experience* terhadap *brand love* melalui *brand authenticity* berpengaruh secara positif dan signifikan secara simultan dan parsial. Sehingga penelitian ini berkesimpulan masing-masing variabel berada pada kategori cukup tinggi dan memiliki pengaruh yang signifikan pada masing-masing hubungan variabel. Implikasi ini menunjukkan bahwa penerapan *brand experience* dan *brand authenticity* yang dilakukan sepatu Compass akan mendorong *brand love* pada komunitas Teman Compass di Facebook.

Kata Kunci : *Brand Experience*, *Brand Authenticity* dan *Brand Love*.

## ABSTRACT

Novianty Megapratiwi (1901818) "***The Influence of Brand Experience on Brand Love through Brand Authenticity***" (***Survey of the Compass Friends Community on Facebook***)" Under the guidance of Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M. and Dr. Dita Amanah, MBA

*The fashion industry in Indonesia has great potential, especially in the shoe category. The fashion sector still has problems in customer engagement, where in involving customers when branding and marketing their fashion clothing brands in building a loyal customer base as well as becoming a love for the brand that will have a significant impact. There are many shoe brands that enter Indonesia such as Compass shoes. The community owned by Compass shoes is one of the right strategies is to get and maintain brand love. This study aims to obtain a picture and influence of brand experience, brand authenticity and brand love on the Compass friend community on Facebook. This study uses descriptive and verification methods with a quantitative approach. The sample of this study amounted to 200 respondents who are the Compass friend community on Facebook. Data is processed statistically using the Structural Equation Modeling (SEM) method. The results of this study found that the description of brand experience, brand authenticity and brand love are in a fairly good category. brand experience on brand love through brand authenticity has a positive and significant effect simultaneously and partially. So this study concludes that each variable is in a fairly high category and has a significant influence on each variable relationship. This implication shows that the implementation of brand experience and brand authenticity carried out by Compass shoes will encourage brand love in the Compass Friends community on Facebook.*

*Keywords : Brand Experience, Brand Authenticity and Brand Love.*

## KATA PENGANTAR

Puji dan syukur kepada Allah SWT yang telah memberikan Rahmat dan karunia-Nya, sehingga penulis berhasil menyelesaikan skripsi ini tepat pada waktunya.

Pada kesempatan kali ini penulis telah menyelesaikan Skripsi dengan judul Pengaruh *Brand Experience* terhadap *Brand Love* melalui *Brand Authenticity* pada Produk Sepatu Compass (Survei Terhadap Komunitas Teman Compass Di Facebook). Skripsi ini disusun untuk memperoleh temuan mengenai *brand experience*, *brand authenticity*, dan *brand love* serta pengaruh *brand experience* terhadap *brand love* melalui *brand authenticity* sehingga akan menambah wawasan dan pengetahuan khususnya bagi penulis dan umumnya bagi pembaca.

Penulis sadar bahwa skripsi ini mungkin masih memiliki kekurangan, baik dalam struktur maupun substansinya. Keterbatasan pengetahuan, pengalaman, dan keterampilan yang dimiliki penulis menjadi faktor penyebab kekurangan tersebut. Oleh karena itu, segala bentuk kritik dan saran yang konstruktif sangat dihargai dan diharapkan guna menyempurnakan serta memperbaiki kualitas skripsi ini. Dengan demikian, diharapkan skripsi ini dapat memberikan manfaat bagi dunia pendidikan, penerapan di lapangan, serta potensi pengembangan lebih lanjut.

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NIM. 1901811

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