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PENGARUH *BRAND FAMILIARITY* TERHADAP *BRAND LOYALTY* MELALUI *BRAND TRUST*
(Survei pada Anggota Komunitas We Are 3Second)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat untuk Memperoleh Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



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2025

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Sarjana Pendidikan Fakultas Pendidikan Ekonomi dan Bisnis

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Universitas Pendidikan Indonesia
Mei 2025

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SURAT KEASLIAN SKRIPSI

Dengan ini, saya menyatakan dengan sebenar-benarnya bahwa skripsi dengan judul "**Pengaruh *Brand Familiarity* terhadap *Brand Loyalty* melalui *Brand Trust* (Survei pada Anggota Komunitas We Are 3Second)**" beserta seluruh isi didalamnya adalah benar-benar hasil karya asli saya sendiri dan bukan merupakan hasil plagiarisme, pencurian hasil karya milik oranglain, ataupun segala kemungkinan lain yang pada hakekatnya bukan merupakan karya tulis skripsi saya secara orisinil dan otentik.

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Bandung, 14 Mei 2025
Yang membuat pernyataan,



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ABSTRAK

Ridwan Maulana (2107912) “**Pengaruh *Brand Familiarity* Terhadap *Brand Trust* Melalui *Brand Loyalty* (Survei pada Anggota Komunitas We Are 3Second)**” dibawah bimbingan Prof. Dr. H. Agus Rahayu, M.P. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *brand familiarity* terhadap *brand loyalty* melalui *brand trust* pada Anggota Komunitas We Are 3Second. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Dengan pendekatan kuantitatif populasi dalam penelitian ini berjumlah 350.000 dengan sampel berjumlah 348 responden yang merupakan Anggota Komunitas We Are 3Second dengan menggunakan Teknik *simple random sampling*. Data diolah secara statistic dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *brand familiarity*, *brand trust* dan *brand loyalty* berada di kategori baik. *Brand familiarity* memiliki pengaruh positif dan signifikan terhadap *brand loyalty* melalui *brand trust*. Temuan ini menunjukkan bahwa *brand familiarity* dapat menciptakan *brand trust* yang pada akhirnya membentuk *brand loyalty* pada Anggota Komunitas We Are 3Second. Hasil penelitian ini diharapkan dapat memberikan wawasan lebih mendalam pada bidang pemasaran mengenai pentingnya penerapan *brand familiarity* untuk menciptakan *brand trust* yang positif sehingga dapat meningkatkan *brand loyalty*.

Kata Kunci: *Brand Familiarity, Brand Trust, Brand Loyalty.*

ABSTRACT

Ridwan Maulana (2107912). ***“The Influence of Brand Familiarity on Brand Trust Through Brand Loyalty (Survey on We Are 3Second Community Members in Indonesia)” under the guidance of”*** under the guidance of Prof. Dr. H. Agus Rahayu, M.P. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

This study aims to obtain a description and influence of brand familiarity on brand loyalty through brand trust on We Are 3Second Community Members. The type of research used is descriptive and verification. With a quantitative approach, the population in this study amounted to 350,000 with a sample of 348 respondents who are We Are 3Second Community Members using the simple random sampling technique. Data was processed statistically using the Structural Equation Modeling (SEM) method. The findings of this study found that the description of brand familiarity, brand trust and brand loyalty were in the good category. Brand familiarity has a positive and significant influence on brand loyalty through brand trust. This finding shows that brand familiarity can create brand trust which ultimately forms brand loyalty on We Are 3Second Community Members. The results of this study are expected to provide deeper insight into the marketing field regarding the importance of implementing brand familiarity to create positive brand trust so that it can increase brand loyalty.

Keywords: *Brand Familiarity, Brand Trust, Brand Loyalty.*

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Skripsi ini dikerjakan penulis dengan sebaik dan seoptimal mungkin dengan harapan dapat mendatangkan manfaat serta sumbangsih yang berarti bagi kemajuan dunia pemasaran khususnya pada industri pemasaran dan pendidikan. Penulis memohon maaf apabila masih terdapat kekurangan dan kesalahan, dengan segala kerendahan hati penulis mengharapkan kritik serta saran membangun untuk dijadikan landasan perbaikan yang berguna bagi pengembangan ilmu pengetahuan.

Bandung, 1 Oktober 2024

Penulis
Ridwan Maulana

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