

**PENGARUH *BRAND IMAGE* TERHADAP *BRAND LOYALTY* MELALUI
*BRAND CREDIBILITY***

(Survei pada Anggota Komunitas *Smartphone* Xiaomi di Facebook)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana
Pendidikan



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**PROGRAM STUDI PENDIDIKAN BISNIS
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UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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Universitas Pendidikan Indonesia
Agustus 2025

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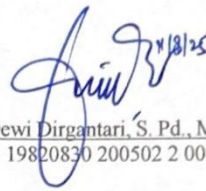
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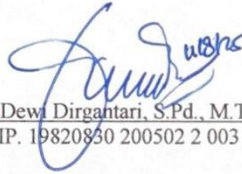
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PERNYATAAN KEASLIAN SKRIPSI

PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh *Brand Image* terhadap *Brand Loyalty* melalui *Brand Credibility* (Survei terhadap Anggota Grup Komunitas *Smartphone Xiaomi* di Facebook)**” beserta seluruh isi di dalamnya adalah benar-benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dengan cara-cara yang tidak sesuai etika keilmuan yang berlaku.

Atas pernyataan ini saya siap menanggung resiko/sanksi yang dijatuhkan kepada saya apabila dikemudian hari adanya pelanggaran etika keilmuan dalam karya saya ini atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, Agustus 2025

Yang Membuat pernyataan,



Yasmin Naila
1907803

ABSTRAK

Yasmin Naila (1907803) “**Pengaruh *Brand Image* terhadap *Brand Loyalty* melalui *Brand Credibility* (Survei pada Anggota Komunitas Xiaomi Indonesia)**” dibawah bimbingan Dr. Bambang Widjajanta, M.M dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *Brand Image* terhadap *Brand Loyalty* melalui *Brand Credibility* (Survei pada Anggota Komunitas Xiaomi Indonesia). Jenis penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 4.900 orang dengan sampel berjumlah 336 yang merupakan anggota grup komunitas Xiaomi di facebook dengan menggunakan teknik *simple random sampling*. Data diolah secara statistik dengan menggunakan *Structural Equation Modelling* (SEM). Hasil temuan pada penelitian ini yaitu gambaran *brand image*, *brand credibility* dan *brand loyalty* responden berada pada kategori *brand image* memiliki pengaruh positif dan signifikan terhadap *brand loyalty*. *Brand image* juga memberikan pengaruh positif dan signifikan terhadap *brand credibility*. *Brand credibility* memiliki pengaruh positif dan signifikan terhadap *brand loyalty*.

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

ABSTRACT

Yasmin Naila (1907803) ***“The Influence of Brand Image on Brand Loyalty through Brand Credibility (Survey of Xiaomi Indonesia Community Members) under the guidance of Dr. Bambang Widjajanta, M.M., and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.***

This study aims to obtain an overview and influence of Brand Image on Brand Loyalty through Brand Credibility (Survey of Xiaomi Indonesia Community Members). This type of research uses descriptive and verification methods with a quantitative approach. The population in this study amounted to 4.900 people with a sample of 336 who are members of the Xiaomi community group on Facebook using a simple random sampling technique. The data were processed statistically using Structural Equation Modeling (SEM). The findings of this study are that the description of brand image, brand credibility and brand loyalty of respondents are in the category brand image has a positive and significant influence on brand loyalty. Brand image also has a positive and significant influence on brand credibility. Brand credibility has a positive and significant influence on brand loyalty.

Keywords: *brand image, brand credibility, brand loyalty.*

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Yasmin Naila
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