

**MODEL PENCIPTAAN *BRAND LOYALTY*
YANG DIPENGARUHI OLEH *BRAND VALUE*,
BRAND IMAGE DAN *PERCEIVED QUALITY*
(Survei pada Siswa Bimbingan Belajar Tridaya di Jawa Barat)**

TESIS

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar
Magister Manajemen pada Program Studi Manajemen
Konsentrasi Pemasaran



oleh
Eriyansyah
NIM 1707591

**PROGRAM STUDI MANAJEMEN
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
2020**

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*MODEL PENCIPTAAN BRAND LOYALTY YANG DIPENGARUHI OLEH BRAND VALUE, BRAND IMAGE
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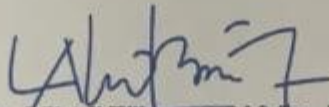
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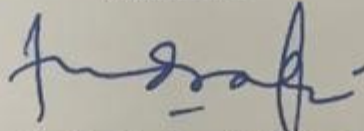
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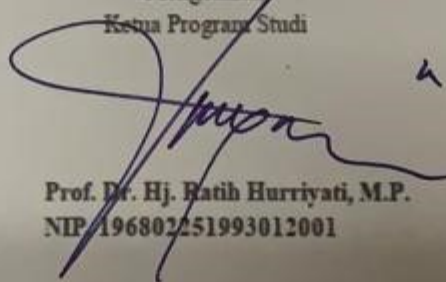
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ABSTRAK

Eriyansyah (1707591). “Model Penciptaan *Brand Loyalty* yang Dipengaruhi oleh *Brand Value*, *Brand Image* dan *Perceived Quality* (Survei pada Siswa Bimbingan Belajar Tridaya di Jawa Barat)”, dibawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. dan Dr. Heny Hendrayati, S.IP., MM.

Tujuan dari penelitian ini adalah untuk menguji model brand loyalty yang dipengaruhi oleh ketiga variabel yaitu brand value, brand image dan perceived quality. Penelitian dilakukan kepada siswa SMA di Bimbingan Belajar Tridaya area Jawa Barat yang telah minimal 1 tahun mengikuti proses belajar di Tridaya. Metode penelitian menggunakan metode deskriptif dan verifikatif melalui pendekatan kuantitatif menggunakan survei kepada 290 responden. Data yang diperoleh dianalisis dengan teknik Structural Equation Model (SEM). Hasil penelitian menunjukkan bahwa model penciptaan brand loyalty yang dipengaruhi oleh brand value, brand image dan perceived quality secara keseluruhan fit dan dapat diterima. Hasil selanjutnya menunjukkan bahwa perceived quality berpengaruh positif dan signifikan terhadap brand image; perceived quality tidak berpengaruh langsung dan tidak signifikan terhadap brand value; brand image berpengaruh positif dan signifikan terhadap brand value; brand image berpengaruh positif dan signifikan terhadap brand loyalty; brand value berpengaruh positif dan signifikan terhadap brand loyalty. Kesimpulan yang dapat diambil bahwa secara keseluruhan brand loyalty di Tridaya dipengaruhi sangat dominan oleh perceived quality yang ditunjukkan oleh tingginya persepsi customer terhadap kualitas layanan yang diberikan tutor Tridaya. Peneliti selanjutnya diharapkan dapat melakukan penelitian lebih mendalam terkait jenis layanan tutor yang spesifik sesuai harapan customer untuk membangun brand loyalty yang kuat terhadap Tridaya.

Kata kunci: bimbingan belajar; brand image (citra merek); brand value (nilai merek); model brand loyalty (loyalitas merek); perceived quality (persepsi kualitas)

ABSTRACT

Eriyansyah (1707591). "Brand Loyalty Creation Model Influenced by Brand Value, Brand Image and Perceived Quality (Survey on Bimbingan Belajar Tridayaya Students in West Java)", Under the Guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. and Dr. Heny Hendrayati, S.IP., MM.

The purpose of this study is to examine the brand loyalty model that is influenced by three variables: brand value, brand image and perceived quality. The study was conducted on high school students in Bimbingan Belajar Tridayaya in the area of West Java who have been at least 1 year following the learning process at Tridayaya. The research method uses descriptive and verification methods through a quantitative approach using a survey of 290 respondents. The data obtained were analyzed using the Structural Equation Model (SEM) technique. The results showed that the model of brand loyalty creation that is influenced by brand value, brand image and perceived quality as a whole is fit and acceptable. Further results show that perceived quality has a positive and significant effect on brand image; perceived quality does not have a direct and significant effect on brand value; brand image has a positive and significant effect on brand value; brand image has a positive and significant effect on brand loyalty; brand value has a positive and significant effect on brand loyalty. The conclusion that can be drawn is that overall brand loyalty in Tridayaya is influenced very dominantly by perceived quality as indicated by the high perception of customers about the quality of services provided by Tridayaya tutors. Future researchers are expected to conduct more in-depth research related to specific types of tutor services according to customer expectations to build strong brand loyalty to Tridayaya.

Keywords: tutoring; brand image; brand value; brand loyalty model; perceived quality

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MODEL PENCIPTAAN BRAND LOYALTY YANG DIPENGARUHI OLEH BRAND VALUE, BRAND IMAGE DAN PERCEIVED QUALITY

(SURVEI PADA SISWA BIMBINGAN BELAJAR TRIDAYA DI JAWA BARAT)

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