

PENGARUH KINERJA *BRAND IMAGE* DAN *BRAND BENEFIT* TERHADAP *BRAND LOYALTY*
(Survei pada *Skincare Reviewers* Sariayu Martha Tilaar dan Mustika Ratu di Forum SOCO)

SKRIPSI

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



Oleh
Sarah Yusary
1605079

FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
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Oleh:
Sarah Yusary

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

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Agustus 2020

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LEMBAR PENGESAHAN

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(Survei pada *Skincare Reviewers* Sariayu Martha Tilaar dan Mustika Ratu di Forum SOCO)

Skripsi ini disetujui dan disahkan oleh :

Pembimbing I

Pembimbing II



Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM.
NIP. 19690404 199903 1 001



Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.
NIP. 19820830 200502 2 003

Mengetahui,

Ketua Program Studi
Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.
NIP. 19820830 200502 2 003

Tanggung Jawab Yuridis
Ada Pada Penulis



Sarah Yusary
1605079

PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “Pengaruh Kinerja *Brand Image* dan *Brand Benefit* terhadap *brand Loyalty* (Survei pada *Skincare Reviewers* Sariayu Martha Tilaar dan Mustika Ratu di Forum SOCO)” beserta seluruh isi di dalamnya adalah benar-benar karya saya sendiri, dan saya tidak melakukan pengutipan atau penjiplakan (plagiarisme) dengan cara-cara yang tidak sesuai etika keilmuan yang berlaku dalam bidang keilmuan ilmiah di masyarakat.

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Bandung, Agustus 2020
Yang membuat pernyataan,



Sarah Yusary
1605079

ABSTRAK

Sarah Yusary (1605079), “**Pengaruh Kinerja *Brand Image* dan *Brand Benefit* terhadap *brand Loyalty* (Survei pada *Skincare Reviewers* Sariayu Martha Tilaar dan *Mustika Ratu* di Forum SOCO)”**. Dibawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

Industri kecantikan di Indonesia terus mengalami pertumbuhan terutama pada kategori *skincare*. Terdapat banyak perusahaan yang bergerak di Industri kecantikan seperti Sariayu Martha Tilaar dan Mustika Ratu. Persaingan ketat menuntut perusahaan untuk berinovasi dan memperkuat strategi pemasaran guna mempertahankan *brand loyalty*. Perusahaan harus menciptakan *brand image* yang kuat agar *brand* selalu diingat pelanggan dan *brand benefit* diperlukan untuk memberikan kekuatan pada bisnis di pasar. *Brand loyalty* dapat tercipta melalui *brand image* dan *brand benefit*. Penelitian ini dilakukan untuk memperoleh (1) gambaran *brand image*, *brand benefit*, dan *brand loyalty* (2) pengaruh *brand image* terhadap *brand loyalty* (3) pengaruh *brand benefit* terhadap *brand loyalty* dan (4) pengaruh *brand image* dan *brand benefit* terhadap *brand loyalty*. Jenis penelitian yang digunakan adalah deskriptif verifikatif. Metode yang digunakan *simple random sampling* dengan ukuran sampel sebanyak 200 responden. Teknik analisis penelitian ini adalah analisis *Structur Equation Model* (SEM) dengan menggunakan program AMOS 22.0 *for Windows*. Hasil temuan penelitian ini menunjukkan bahwa gambaran *brand image*, *brand benefit*, dan *brand loyalty* berada pada kategori cukup baik. *Brand image* berpengaruh sangat besar terhadap *brand loyalty*, namun *brand benefit* tidak berpengaruh terhadap *brand loyalty*. Sementara *brand image* dan *brand benefit* memiliki pengaruh terhadap *brand loyalty*.

Kata kunci: *Brand Image*, *Brand Benefit*, *Brand Loyalty*

ABSTRACT

Sarah Yusary (1605079), *“The influence of Brand Image and Brand Benefit Performances on Brand Loyalty (Survey of Sariayu Martha Tilaar and Mustika Ratu Skincare Reviewerss at Soco Forum). Under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.*

The beauty industry in Indonesia continues to improve developments mainly in the skincare category. Many companies are engaged in industries such as Sariayu Martha Tilaar and Mustika Ratu. The tight competition requires companies to innovate and strengthen marketing strategies to maintain brand loyalty. Companies must create a strong brand image so customers can always remember the brand and brand benefit is needed to give strength to the business in the market. Brand loyalty can be created through brand image and brand benefits. This research was conducted to obtain (1) description of brand image, brand benefit, and brand loyalty (2) the influence of brand image on brand loyalty (3) the influence of brand benefit on brand loyalty and (4) the influence of brand image and brand benefits on brand loyalty. This type of research was descriptive verification. The method used was simple random sampling with a sample size of 200 respondents. This research analysis technique was the Structural Equation Model (SEM) used AMOS 22.0 program for Windows. The results of this study indicate that brand image, brand benefit, and brand loyalty are quite well. Brand image greatly affects brand loyalty, but brand benefit do not affect brand loyalty while brand image and brand benefit influence brand loyalty.

Keywords: Brand Image, Brand Benefit, Brand Loyalty

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