

PENGARUH SOCIAL MEDIA INFLUENCER TERHADAP LOYALITAS MEREK

**(Survei pada Pelanggan Sepatu Nike dengan Tujuan Pemakaian *Casual* di
Grup Facebook Indonesia *Sneaker Team*)**

SKRIPSI

Diajukan untuk Memperoleh Gelar Sarjana Pendidikan
pada Program Studi Pendidikan Bisnis



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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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ABSTRAK

Arip Nuraripin (1705615), “**Pengaruh Social Media Influencer terhadap Loyalitas Merek Pada Pelanggan Sepatu Nike untuk Tujuan Pemakaian Casual di Grup Facebook Indonesia Sneaker Team**”. Di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati. M.P. dan Drs. Girang Razati, M.Si

Perkembangan dunia *marketing* saat ini sudah mulai bergeser ke *digital marketing* atau pemasaran secara *digital* dan salah satu strateginya dengan *social media influencer*. Di dalam dunia *fashion apparel*, Nike adalah salah satu merek sepatu terbesar namun sampai saat ini di Indonesia Nike tercatat memiliki *Index Loyalitas Merek* yang masih kurang dari merek sepatu lain. *Social media influencer* diharapkan menjadi solusi dari permasalahan tersebut dengan cara mengimplementasikan *social media influencer* dalam *fashion apparel* untuk mencapai Loyalitas Merek. Penelitian ini bertujuan untuk mengetahui seberapa besar *social media influencer* memengaruhi Loyalitas Merek pada pelanggan sepatu Nike untuk Tujuan Pemakaian Casual di Grup Facebook Indonesia Sneaker Team. Jenis penelitian yang digunakan adalah deskriptif verifikatif yaitu, dengan penggambaran dan pemaparan variabel-variabel yang diteliti dan kemudian ditarik kesimpulan. Objek penelitian yang menjadi variabel terikat adalah Loyalitas Merek dan *social media influencer* sebagai variabel bebas. Populasi dalam penelitian ini adalah di grup facebook Indonesia Sneaker Team. Pengambilan sampel dalam penelitian ini menggunakan metode *Simple Random Sampling* (pengambilan sample secara acak) terhadap 85 responden. Uji instrumen dilakukan dengan uji validitas dan uji reliabilitas dan teknik yang digunakan adalah analisis regresi sederhana dengan alat bantu software komputer SPSS 23.0 *for windows*. Hasil temuan pada penelitian ini menunjukkan bahwa terdapat pengaruh yang signifikan dari *social media influencer* terhadap loyalitas merek.

Kata kunci: *Social Media Influencer*, Loyalitas Merek

ABSTRACT

Arip Nuraripin (1705615), "The Influence of Social Media Influencers on Brand Loyalty in Nike Shoes Customers with the Purpose of Casual Wear for Facebook Group Members of the Indonesia Sneaker Team".. Under the guidance of Prof. Dr. Hj. Ratih Hurriyati M.P. and Drs. Girang Razati M.Si.

The development of the marketing world today has started to shift to digital marketing and one of its strategies is Social media influencer. In the world of apparel fashion, Nike is one of the largest shoe brands, but to date in Indonesia, Nike has recorded a Brand Loyalty Index that is still lacking from other shoe brands. social media influencer is expected to be a solution to this problem by implementing social media influencer in fashion apparel to achieve Brand Loyalty. This study aims to determine how much social media influencer affects Brand Loyalty to Nike customers in the Facebook group Indonesia Sneaker Team. This type of research is descriptive verification, namely, by describing and describing the variables studied and then drawing conclusions. The research object which is the dependent variable is Brand Loyalty and social media influencer as independent variables. The population in this study were members of the Facebook group Indonesia Sneaker Team. Sampling in this study using the Simple Random Sampling method (random sampling) to 85 respondents. The instrument test was carried out by means of validity and reliability tests and the technique used was simple regression analysis with computer software tools SPSS 23.0 for windows. The findings in this study indicate that there is a significant effect of social media influencer on brand loyalty.

Keywords: *Social Media Influencer, Brand Loyalty*

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