

**PENGARUH *ONLINE BRAND COMMUNITY* TERHADAP *BRAND TRUST* DAN IMPLIKASINYA TERHADAP *BRAND LOYALTY*
(Survei pada Anggota Komunitas Nikon *Team Indonesia*)**

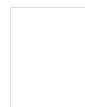
SKRIPSI

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



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2022



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Sebuah Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana
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Agustus 2022

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**PENGARUH *ONLINE BRAND COMMUNITY* TERHADAP *BRAND TRUST* DAN IMPLIKASINYA TERHADAP *BRAND LOYALTY*
(Survei pada Anggota Komunitas *Nikon Team Indonesia*)**

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SURAT KEASLIAN SKRIPSI

Dengan ini, saya menyatakan dengan sebenar-benarnya bahwa skripsi dengan judul **“Pengaruh *Online brand Community* terhadap *Brand Trust* dan Implikasinya terhadap *Brand Loyalty* (Survei pada Anggota Komunitas Nikon *Team Indonesia*)”** 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.

Saya siap menanggung resiko/sanksi yang dijatuhkan apabila ternyata adanya pelanggaran etika keilmuan maupun klaim dari pihak lain terhadap keaslian karya yang saya buat. Demikian surat pernyataan ini saya buat dengan kesadaran sendiri dan tidak atas tekanan ataupun paksaan dari pihak manapun demi menegakan integritas akademik di institusi ini.

Bandung, 16 Agustus 2022
Yang membuat pernyataan,



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ABSTRAK

Elvina Mutiara Damayanti (1801109), "**Pengaruh *Online Brand Community* terhadap *Brand Trust* dan Implikasinya terhadap *Brand Loyalty* (Survei pada Anggota Komunitas Nikon Team Indonesia)**" di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *online brand community* terhadap *brand trust* dan implikasinya terhadap *brand loyalty* pada anggota komunitas Nikon Team Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel penelitian ini berjumlah 200 responden yang merupakan pelanggan Nikon yang tergabung dalam komunitas Nikon Team Indonesia. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *online brand community*, *brand trust* dan *brand loyalty* berada di kategori cukup baik. *Online brand community* memiliki pengaruh positif dan signifikan terhadap *brand trust* dan secara positif juga berpengaruh terhadap *brand loyalty*. Temuan ini menunjukkan bahwa penerapan *online brand community* yang dilakukan Nikon akan mendorong *brand trust* dalam menciptakan *brand loyalty* pada Anggota Komunitas Komunitas Nikon Team Indonesia.

Kata Kunci: *Online Brand Community, Brand Trust, Brand Loyalty*

ABSTRACT

Elvina Mutiara Damayanti (1801109), *The Influence of the Online Brand Community on Brand Trust and Its Implications for Brand Loyalty (Survey of Nikon Team Indonesia Community Members)*” under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

This study aims to obtain an overview and influence of the online brand community on brand trust and its implications for brand loyalty among members of the Nikon Team Indonesia community. This study uses descriptive and verification methods with a quantitative approach. The sample of this study amounted to 200 respondents who are Nikon customers who are members of the Nikon Team Indonesia community. The data were statistically processed by the method of Structural Equation Modeling (SEM). The findings in this study found that the description of online brand community, brand trust and brand loyalty was in a fairly good category. Online brand community has a positive and significant effect on brand trust and also positively affects brand loyalty. This finding shows that the application of online brand community by Nikon will encourage brand trust in creating brand loyalty to the Community Members of the Nikon Team Indonesia.

Keywords: Online Brand Community, Brand Trust, Brand Loyalty

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Puji dan syukur dipanjatkan ke hadirat Allah SWT atas rahmat, karunia, serta kehendak-NYA sehingga penulis dapat menyelesaikan penyusunan skripsi dengan judul "Pengaruh *Online Brand Community* terhadap *Brand Trust* dan Implikasinya terhadap *Brand Loyalty* (Survei pada Anggota Komunitas Nikon *Team Indonesia*)" sebagai salah satu syarat untuk memperoleh gelar Sarjana Pendidikan Program Studi Pendidikan Bisnis. Penyusunan skripsi ini juga disusun untuk memperoleh temuan mengenai pengaruh gambaran tingkat *online brand community*, *brand trust* dan *brand loyalty* serta pengaruh *online brand community* terhadap *brand trust* dan implikasinya terhadap *brand loyalty*.

Skripsi ini penulis susun sebaik dan seoptimal mungkin dengan harapan dapat menjadi sumbangsih bagi kemajuan pemasaran terutama dalam *brand management*, dunia pendidikan dan bagi pihak-pihak yang terkait. Penulis menyadari penulisan skripsi ini masih belum sempurna, dengan ini penulis memohon maaf apabila dalam penyusunan skripsi ini masih terdapat kekurangan dan kesalahan, dalam kesempatan ini penulis terbuka menerima kritik dan saran yang membangun dari berbagai pihak guna menyempurnakan isi skripsi.

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