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**PENGARUH KREDIBILITAS MEREK DAN PRESTISE
MEREK TERHADAP LOYALITAS MEREK**
(Studi pada Pelanggan *Sportswear* Reebok di Indonesia)

SKRIPSI

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Sarjana
Pendidikan Bisnis pada Program Studi Pendidikan Bisnis



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UNIVERSITAS PENDIDIKAN INDONESIA
2022

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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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PENGARUH KREDIBILITAS MEREK DAN PRESTISE MEREK
TERHADAP LOYALITAS MEREK
(Studi pada Pelanggan *Sportswear Reebok* di Indonesia)

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PERNYATAAN TENTANG KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh Kredibilitas Merek dan Prestise Merek terhadap Loyalitas Merek (Studi Pada Pelanggan *Sportswear Reebok di Indonesia*)**” beserta seluruh isinya merupakan benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dilakukan dengan cara tidak sesuai dengan etika ilmu yang berlaku.

Atas pernyataan ini, saya bersedia menanggung risiko maupun sanksi apabila dikemudain hari ditemukan pelanggaran etika keilmuan.

Bandung, 6 Agustus 2022

Pembuat Pernyataan



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ABSTRAK

Nayla Syifa Novianti (1700585), **Pengaruh Kredibilitas Merek dan Prestise merek Terhadap Loyalitas Merek (Studi Pada Pelanggan *Sportswear Reebok di Indonesia*)** dibawah bimbingan Dr. Bambang Widjajanta, M.M dan Drs. Girang Razati, M.Si.

Tujuan - Tujuan Penelitian ini untuk mengetahui gambaran kredibilitas merek dan prestise merek terhadap loyalitas merek pelanggan sportswear Reebok di Indonesia.

Desain/metodologi/pendekatan – Jenis penelitian yang digunakan adalah deskriptif verifikatif. Metode yang digunakan *simple random sampling* dengan ukuran sebanyak 136 responden. Teknik analisis yang digunakan adalah analisis Regresi Linier Berganda dengan menggunakan program IBM SPSS Statistics 22.

Temuan – Hasil temuan penelitian ini menunjukkan bahwa gambaran kredibilitas merek dan prestise merek terhadap loyalitas merek berada pada kategori baik.

Orisinalitas/nilai – Perbedaan dalam penelitian ini terletak pada objek penelitian, waktu penelitian, alat ukur, literature yang digunakan, teori yang digunakan dan hasil penelitian.

Kata Kunci : Kredibilitas Merek, Prestise Merek, Loyalitas Merek

ABSTRACT

Nayla Syifa Novianti (1700585), *The Influence of Brand Credibility and Brand Prestige on Brand Loyalty (Study on Reebok Sportswear Customers in Indonesia)* under the guidance of Dr. Bambang Widjajanta, M.M and Drs. Girang Razati, M.Si.

Objectives – *The Purpose of this study is to describe brand credibility and brand prestige on brand loyalty Reebok customers in Indonesia.*

Design/methodology/approach – *The type of research used is descriptive verification, The method used is simple random sampling with a sample size of 136 respondents. The analytical technique used is Multiple Linear Regression analysis using the IBM SPSS Statistics 22 program.*

Findings – *This findings of this study indicate that the description of brand credibility and brand prestige on brand loyalty is in the good category.*

Originality/value – *The difference in this research lies in the object of research, research time, measuring instruments, literature used, theory used and research results.*

Keywords : *Brand Credibility, Brand Prestige, Brand Loyalty.*

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