PENGARUH *BRAND AUTHENTICITY* TERHADAP *BRAND LOYALTY*
(Survei terhadap Pengunjung Website Zalora.co.id)

SKRIPSI

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

Oleh

Anissa Deasy F.

1505546

FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS

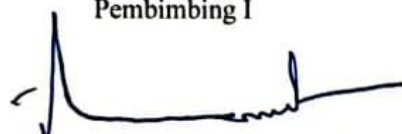**UNIVERSITAS PENDIDIKAN INDONESIA**

2023

LEMBAR PENGESAHAN

PENGARUH *BRAND AUTHENTICITY* TERHADAP
BRAND LOYALTY
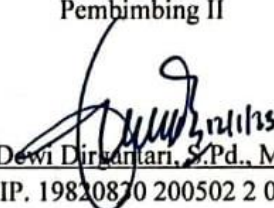### (Survei pada Konsumen Fashion Berbasis Online Zalora)

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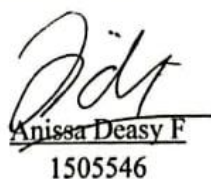NIP. 19820870 200502 2 003

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PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul **"Pengaruh *Brand Authenticity* Terhadap *Brand Loyalty* (Survei terhadap Pengunjung Website Zalora.co.id)"** beserta seluruh isinya adalah benar-benar karya saya sendiri, dan saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung resiko atau sanksi yang dijatuhkan kepada saya apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Januari 2023
Yang Membuat Pernyataan

Anissa Deasy F

ABSTRAK

Anissa Deasy F (1505546) "Pengaruh *Brand Authenticity* terhadap *Brand Loyalty* (Survei terhadap Pengunjung Website Zalora.co.id)". Dibawah bimbingan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M. dan Dr. Bambang Widjajanta, MM

Loyalitas terhadap *brand* akan membantu perusahaan memupuk basis pelanggan yang lebih menguntungkan. Sehingga, pelaku usaha dapat mendorong pembelian berulang (retensi) dari pelanggan. Bahkan, ketika loyalitasnya sudah semakin kuat, ia akan meningkatkan jumlah pembelian dan juga akan siap membangun komunitas untuk brand Anda. Efek jangka panjang dari keberhasilan dalam mengembangkan *brand loyalty* adalah kemudahan pelanggan untuk semakin percaya, puas dan merekomendasikan *brand*. *Brand loyalty* adalah istilah dalam pemasaran untuk menggambarkan seberapa kuat preferensi seorang konsumen terhadap sebuah merek bila dibandingkan dengan merek lainnya. Tujuan penelitian ini adalah untuk mengetahui gambaran *brand authenticity* dan *brand loyalty* pada konsumen fashion berbasis *online* Zalora. Metode penelitian yang digunakan adalah metode *explanatory survey* dengan total sampel 100 pengunjung website Zalora.co.id. Teknik analisis data yang digunakan adalah deskriptif dan verifikatif menggunakan *path analysis* dengan alat bantu program SPSS 23.0 *for windows.* Hasil penelitian mengungkapkan bahwa *brand authenticity* berpengaruh positif terhadap *brand loyalty* dengan pengaruh berada di kategori kuat berdasarkan tabel guilford. Hal ini menunjukan bahwa *brand authenticity* merupakan pemicu yang cukup baik secara simultan terhadap *brand loyalty*. Untuk menumbuhkan dan meningkatkan *brand loyalty* pada konsumen Zalora, direkomendasikan untuk menjaga kualitas merek.

Kata Kunci: Pemasaran, Perilaku Konsumen, *Brand Authenticity, Brand Loyalty*

ABSTRACT

Anissa Deasy F (1505546) *"The Influence of Brand Authenticity on Brand Loyalty (Survey on Zalora Online-Based Fashion Consumer)". Under the guidance* of Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M. and Dr. Bambang Widjajanta, MM

Loyalty to the brand will help the company cultivate a more profitable customer base. Thus, business actors can encourage repeat purchases (retention) from customers. Especially when his loyalty is getting stronger, he will increase the number of purchases and will also be ready to build a community for your brand. The long-term effect of success in developing brand loyalty is the convenience of customers to trust, satisfy and recommend brands more and more. Brand loyalty is a term in marketing to describe how strong a consumer's preference is for a brand when compared to other brands. The purpose of this research is to describe brand authenticity and brand loyalty among Zalora online fashion consumers. The research method used is an explanatory survey method with a total sample of 100 visitors to the Zalora.co.id website. The data analysis technique used is descriptive and verificative using path analysis with the tools of the SPSS 23.0 for windows program. The results of the study reveal that brand authenticity has a positive effect on brand loyalty with the influence being in the strong category based on the Guilford table. This shows that brand authenticity is a pretty good trigger simultaneously for brand loyalty. To grow and increase brand loyalty to Zalora consumers, it is recommended to maintain brand quality.

Keywords: Marketing, Consumer Behavior, Brand Authenticity, Brand Loyalty

KATA PENGANTAR

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Penulisan skripsi ini dimaksudkan sebagai prasyarat untuk mengikuti sidang skripsi program studi Pendidikan Bisnis, dimana kekurangan dalam penyusunan proposal ini masih perlu diperbaiki. Oleh karena itu, penulis sangat mengharapkan kritik dan saran yang bersifat membangun untuk perbaikan dan penyelesaian karya ini. Adapun tujuan dari penelitian ini selain untuk memberikan solusi terhadap permasalahan pemasaran pada perusahaan Zalora namun juga untuk memberikan penguatan penelitian mengenai *brand authenticity* dan *brand loyalty* yang telah dipelajari dan diteliti selama ini.

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Penulis

DAFTAR ISI

DAFTAR TABEL

DAFTAR GAMBAR

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