

**PENGARUH *BRAND IMAGE* DAN *BRAND TRUST* TERHADAP
BRAND LOYALTY
(Survei pada member LazadaClub)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Untuk Memperoleh Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
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(Studi pada member Lazadaclub)**

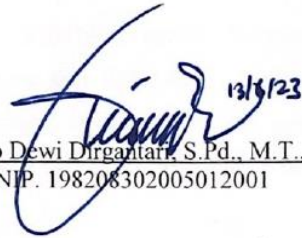
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini, saya menyatakan dengan sebenar-benarnya bahwa skripsi dengan judul “**Pengaruh *Brand Image* dan *Brand Trust* terhadap *Brand Loyalty* (Survei pada member Lazadacub)**” beserta seluruh isi didalamnya adalah benar-benar hasil karya asli saya sendiri dan bukan merupakan hasil plagiatisme, pencurian hasil karya milik orang lain, maupun segala kemungkinan lain yang pada hakekatnya bukan merupakan karya tulis skripsi saya secara orisinal dan otentik.

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ABSTRAK

Riftianingsih (1800213) “**Pengaruh *Brand Image* dan *Brand Trust* terhadap *Brand Loyalty* pada Member LazadaCLub**” di bawah bimbingan Prof. Dr. H. Agus Rahayu., M.P dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *brand image* dan *brand trust* terhadap *brand loyalty* pada member Lazadaclub. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 79,8 Juta dengan sampel berjumlah 398 responden yang merupakan member dari Lazadaclub dengan menggunakan teknik *purposive sampling*. Data diolah secara statistik dengan metode Structural Equation Modeling (SEM) dengan menggunakan program AMOS for Windows. Hasil temuan penelitian ini menunjukkan bahwa gambaran *brand image*, *brand trust* dan *brand loyalty* berada pada kategori baik, berpengaruh secara positif dan signifikan. Temuan pada penelitian ini menegaskan bahwa keberadaan *brand image* dan *brand trust* pada *e-commerce* Lazada mampu menaikkan tingkat *brand loyalty*.

Kata kunci: *Brand Image*, *Brand Trust*, *Brand Loyalty*, *E-commerce*.

ABSTRACT

Riftianingsih (1800213) **”The Influence of Brand Image and Brand Trust Towards Brand Loyalty on members LazadaClub”** under the guidance of Prof. Dr. H. Agus Rahayu., M.P and Dr. Puspo Dewi Dirgantari, S.Pd., MT., M.M.

This study aims to obtain an overview and influence of brand image and brand trust on brand loyalty in Lazadaclub members. The type of research used is descriptive and verifiative with a quantitative approach. The population in this study amounted to 79.8 million with a sample of 398 respondents who were members of Lazadaclub using purposive sampling techniques. Data is processed statistically with the Structural Equation Modeling (SEM) method using the AMOS for Windows program. The findings of this study show that the image of brand image, brand trust and brand loyalty is in the good category, positively and significantly influential. The findings in this study confirm that the existence of brand image and brand trust in Lazada e-commerce can increase the level of brand loyalty.

Keywords: Brand Image, Brand Trust, Brand Loyalty, E-Commerce.

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3. Hasil penelitian menyatakan bahwa terdapat pengaruh positif dan signifikan antara *brand trust* terhadap *brand loyalty*. Dengan ini penulis merekomendasikan pada pihak Lazada harus meningkatkan merek yang kuat baik dari segi atribut, posisi, dan citra merek untuk tetap mempertahankan tingkat kepercayaan dari pelanggan terhadap brand Lazada. Kepercayaan pelanggan pada aplikasi Lazada dapat mempengaruhi pelanggan dengan merek, membantu menciptakan, mengembangkan, dan mempertahankan merek yang kuat sehingga mampu meningkatkan *brand loyalty*.
4. Hasil dari penelitian mengungkapkan bahwa *brand image* dan *brand trust* berpengaruh secara positif dan signifikan terhadap *brand loyalty*. Pihak Lazada perlu mempertahankan kembali upaya-upaya dalam membentuk *brand image* dan *brand trust* secara bersamaan dari pelanggan Lazada, dengan demikian akan lebih bagus ketika dimensi-dimensi ini dilakukan secara bersamaan dan mengoptimalkan untuk menjaga hubungan dengan konsumen serta memberikan yang terbaik melalui aplikasi Lazada, sehingga dapat memberikan citra yang baik di benak konsumen dan kepercayaan yang tinggi terhadap merek yang didasari dari pengalaman konsumen.

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