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**PENGARUH *BRAND REPUTATION* DAN  
*BRAND CREDIBILITY* TERHADAP *BRAND LOYALTY*  
(Studi pada *Followers* Instagram sekaligus yang menjadi Member  
Aplikasi Fore Coffee di Indonesia)**

**SKRIPSI**

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



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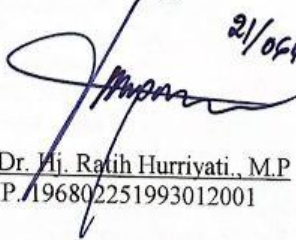
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**PENGARUH BRAND REPUTATION DAN BRAND CREDIBILITY TERHADAP**  
**BRAND LOYALTY**  
(Studi pada *Followers* instagram sekaligus yang menjadi member Fore Coffee di  
Indonesia)

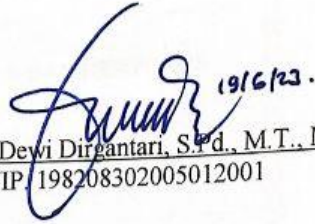
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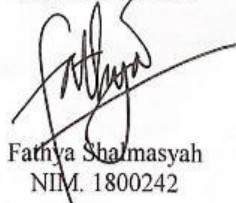
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## ABSTRAK

Fathya Shalmasyah (1800242) “**Pengaruh *Brand Reputation* dan *Brand Credibility* Terhadap *Brand Loyalty* (Studi pada *Followers Instagram* sekaligus yang menjadi member Aplikasi Fore Coffee di Indonesia)**” dibawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *brand Reputation*, *brand credibility* terhadap *brand loyalty* pada *followers* instagram sekaligus yang menjadi member *aplication* Fore Coffee. Penelitian ini menggunakan metode deksriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 134.000 *followers* instagram dengan sampel berjumlah 200 responden yang merupakan *followers* sekaligus member aplikasi Fore Coffee dengan menggunakan teknik *purposive sampling*. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa pada gambaran *brand reputation*, *brand credibility* dan *brand loyalty* berada dikategori cukup baik. *Brand reputation* dan *brand credibility* memiliki pengaruh positif dan signifikan terhadap *brand loyalty*, hal tersebut ditunjukkan dengan besaran nilai *critical ratio* yang lebih besar dari nilai minimal artinya terdapat pengaruh positif dan signifikan antara variabel *brand reputation* dan *brand credibility* terhadap *brand loyalty* secara simultan. Pernyataan tersebut dapat diasumsikan semakin baik perusahaan memperhatikan *brand reputation* dan *brand credibility* akan semakin baik juga *brand loyalty* untuk perusahaan tersebut. Hasil kontribusi yang diberikan variabel *brand reputation* paling tinggi dalam membentuk *brand loyalty* adalah *image* dan paling rendah dalam membentuk *brand loyalty* adalah *identity*. Dimensi *brand credibility* yang memiliki kontribusi paling tinggi dalam membentuk *brand loyalty* adalah *Attractiveness* serta yang paling rendah membentuk *brand loyalty* adalah *expertise*. Temuan ini menunjukkan bahwa penerapan *brand reputation* dan *brand credibility* yang dilakukan Fore Coffee akan mendorong *brand loyalty* pada *Followers* dan sekaligus yang menjadi member Aplikasi Fore Coffee

Kata Kunci : *Brand Reputation*, *Brand Credibility*, *Brand Loyalty*.

## ABSTRACT

Fathya Shalmasyah (1800242) "*The Effect of Brand Reputation and Brand Credibility on Brand Loyalty (Studies on Instagram Followers who are also members of the Fore Coffee Application in Indonesia)*" under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

*This study aims to obtain an overview and influence of brand reputation, brand credibility on brand loyalty on Instagram followers who are members of the Fore Coffee application. This research uses descriptive and verification methods with a quantitative approach. The population in this study totaled 134,000 Instagram followers with a sample of 200 respondents who were both followers and members of the Fore Coffee application using a purposive sampling technique. The data were processed statistically using the Structural Equation Modeling (SEM) method. The findings in this study found that in terms of brand reputation, brand credibility and brand loyalty, they were in a fairly good category. Brand reputation and brand credibility have a positive and significant influence on brand loyalty, this is indicated by the critical ratio value which is greater than the minimum value, meaning that there is a positive and significant influence between brand reputation and brand credibility variables on brand loyalty simultaneously. It can be assumed that the better the company pays attention to brand reputation and brand credibility, the better brand loyalty will be for the company. The result of the highest contribution given by the brand reputation variable in forming brand loyalty is image and the lowest in forming brand loyalty is identity. The dimension of brand credibility that has the highest contribution in forming brand loyalty is Attractiveness and the one that has the lowest in forming brand loyalty is expertise. These findings indicate that the application of brand reputation and brand credibility by Fore Coffee will encourage brand loyalty to followers and at the same time become members of the Fore Coffee application.*

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

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**Fathya Shalmasyah, 2023**

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