

## ABSTRAK

**IMAM ADITYA.** Pengaruh Brand Identity dan Brand Image terhadap Brand Loyalty melalui Brand Trust Sampo Dove di Indonesia. (Dibimbing oleh Tantri Yanuar)

Penelitian ini bertujuan untuk mengetahui pengaruh Brand Identity dan Brand Image terhadap Brand Trust Dengan Konsekuensi Brand Loyalty. Populasi dalam penelitian ini adalah semua yang pernah menggunakan sampo Dove di Indonesia. Metode penelitian yang digunakan pada pengambilan sampel adalah metode *Purposive Sampling* dengan jumlah sampel sebanyak 125 responden. Responden penelitian ini adalah konsumen yang sudah pernah membeli dan menggunakan sampo Dove di Indonesia. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, dan Uji Structural Equation Modelling (SEM).

Hasil penelitian menunjukkan bahwa secara parsial Brand Identity berpengaruh positif terhadap Brand Image, secara parsial Brand Identity tidak berpengaruh positif terhadap Brand Trust, secara parsial Brand Image berpengaruh positif terhadap Brand Trust, secara parsial Brand Trust berpengaruh positif terhadap Brand Loyalty Dalam penelitian Brand Identity merupakan variabel yang paling dominan berpengaruh terhadap Brand Image.

**Kata Kunci : Brand identity, Brand image, Brand Trust, Brand loyalty**

## ABSTRACT

**IMAM ADITYA.** *The Influence of Brand Identity and Brand Image on Brand Loyalty through Brand Trust Sampo Dove in Indonesia. (Supervised by Tantri Yanuar)*

*This study aims to determine the effect of Brand Identity and Brand Image against Brand Trust with the consequences of Brand Loyalty. The population in this study were all who used Dove shampoo in Indonesia. The research method used in the sampling is Purposive Sampling method with the number of samples is 125 respondents. Respondents of this research are consumers who have ever bought and used Dove shampoo in Indonesia. Data analysis technique used in this research is Test Validity, Test Reliability, and Structural Equation Modeling (SEM) Test.*

*The result of this research shows that partially Brand Identity has a positive effect on Brand Image, partially Brand Identity has no positive effect on Brand Trust, partially Brand Image has positive effect on Brand Trust, partially Brand Trust has positive effect on Brand Loyalty In Brand Identity research is variable the most dominant effect on Brand Image.*

**Key Word :** *Brand identity, Brand image, Brand Trust, Brand loyalty*