

ABSTRAK

Judul : Pengaruh *Service Quality* dan *Brand Image* Terhadap *Brand Loyalty* Melalui *Brand Trust* Pada Pelanggan Starbucks di Jakarta Barat.
Nama : Aprilia Damayanti
Program Studi : S-1 Manajemen
Dosen Pembimbing : Jatmiko

Penelitian ini bertujuan untuk mengetahui pengaruh *service quality* dan *brand image*, dengan *brand trust* sebagai variabel *intervening* terhadap *Brand loyalty* pada pelanggan Starbucks Coffee di Jakarta Barat. Variabel independen terdiri atas *service quality* dan *brand image*, variabel dependen adalah *brand loyalty* dan variabel *intervening* adalah *brand trust*. Penelitian ini dilakukan pada konsumen Starbucks di Jakarta Barat yang telah membeli dan mengkonsumsi produk pada Starbucks. Sampel yang digunakan 200 responden, dengan teknik pengambilan sampel yaitu sampel *purposive sampling*. Jenis penelitian ini merupakan penelitian asosiatif yang bersifat kausal dan metode analisis yang digunakan dalam penelitian ini menggunakan teknik analisa Analisis Jalur (*Path Analysis*). Hasil penelitian menunjukkan bahwa *service quality* berpengaruh positif dan signifikan terhadap *brand trust*, *brand image* tidak memiliki pengaruh yang signifikan terhadap *brand trust*, *service quality*, *brand image* dan *brand trust* berpengaruh positif dan signifikan terhadap *brand loyalty*. Namun, *brand trust* tidak dapat dikatakan sebagai variabel *intervening* karena memiliki pengaruh tidak langsung yang lebih kecil dari pada pengaruh langsungnya.

Kata kunci : *Service Quality, Brand image, Brand Trust Brand Loyalty.*

ABSTRACT

Title : *The effect of Service Quality and Brand Image on Brand Loyalty through Brand Trust at Starbucks Customers in West Jakarta.*

Name : Aprilia Damayanti

Study Program : *Business Management, Bachelor Degree Program*

Mentor Lecturer : *Jatmiko*

This study aims to determine the effect of service quality and brand image, with brand trust as an intervening variable on Brand loyalty to Starbucks Coffee customers in West Jakarta. The independent variable consists of service quality and brand image, the dependent variable is brand loyalty and the intervening variable is brand trust. This research was conducted on Starbucks consumers in West Jakarta who have bought and consumed Starbucks products. The sample used was 200 respondents, the sampling technique was purposive sampling. This type of research is an associative research which is causal in nature and the method of analysis used in this study is using the Path Analysis technique. The results showed that service quality has a positive and significant effect on brand trust, brand image does not have a significant effect on brand trust, service quality, brand image and brand trust has a positive and significant effect on brand loyalty. However, brand trust cannot be said to be an intervening variable because it has an indirect effect that is smaller than the direct effect.

Keywords : Service Quality, Brand image, Brand Trust Brand Loyalty