

ABSTRACT

**INFLUENCE OF BRAND TRUST ON CUSTOMER LOYALTY THROUGH
BRAND AFFECT AS MEDIATION ON TOKOPEDIA**

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The objective of this research was to determine and analyze brand trust, customer loyalty, brand affect and the influence of brand trust on customer loyalty through brand affect at Tokopedia. Population in this study as many as 200 Tokopedia customers. Sampling technique using data collection techniques. This study used a data collection method in the form of questionnaire. Data analysis tool used in this study is the regression of the mediating variable using the product of coefficient. Based on the results of the study, it is known that brand trust is included in the good classification, customer loyalty is included in the good classification, and brand affect is included in the good classification. Based on the results of the analysis, brand trust has a positive and significant effect on customer loyalty, brand trust has a positive and significant effect on brand affect, brand affect has a positive and significant effect on customer loyalty and brand trust still has a positive effect on customer loyalty without going through brand affect so that it can be stated that brand affect mediates partially at Tokopedia.

Keywords: Brand Trust, Customer Loyalty, Brand Affect.

ABSTRAK

PENGARUH *BRAND TRUST* TERHADAP *CUSTOMER LOYALTY* DENGAN *BRAND AFFECT* SEBAGAI MEDIASI PADA TOKOPEDIA

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis *brand trust*, *customer loyalty*, *brand affect* dan pengaruh *brand trust* terhadap *customer loyalty* melalui *brand affect* di Tokopedia. Populasi pada penelitian ini sebanyak 200 orang *customer* Tokopedia. Teknik pengambilan sampel dengan menggunakan teknik pengumpulan data. Penelitian ini menggunakan metode pengumpulan data berupa kuesioner. Alat analisis data yang digunakan dalam penelitian ini adalah regresi variabel mediasi dengan metode *product of coefficient*. Berdasarkan hasil penelitian diketahui bahwa *brand trust* termasuk dalam klasifikasi baik, *customer loyalty* termasuk dalam klasifikasi baik, dan *brand affect* termasuk dalam klasifikasi baik. Berdasarkan hasil analisis, *brand trust* berpengaruh positif dan signifikan terhadap *customer loyalty*, *brand trust* berpengaruh positif dan signifikan terhadap *brand affect*, *brand affect* berpengaruh positif dan signifikan terhadap *customer loyalty* dan *brand trust* tetap berpengaruh positif terhadap *customer loyalty* tanpa melalui *brand affect* sehingga dapat dinyatakan *brand affect* memediasi secara parsial di Tokopedia.

Kata kunci: *Brand Trust*, *Customer Loyalty*, *Brand Affect*.