

ABSTRAK

PENGARUH *BRAND AUTHENTICITY* TERHADAP KEPERCAYAAN MEREK DAN *BRAND LOVE* SERTA DAMPAKNYA TERHADAP LOYALITAS MEREK (Kasus Konsumen Produk AQUA)

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Penelitian ini bertujuan untuk mengidentifikasi hubungan antara pengaruh *brand authenticity* terhadap kepercayaan merek, pengaruh *brand authenticity* terhadap *brand love*, pengaruh kepercayaan merek terhadap *brand love* dan pengaruh *brand love* terhadap loyalitas merek yang diterapkan pada industri AMDK AQUA. Penelitian ini menggunakan metode survey melalui kuesioner yang disebarakan dengan *goggle form* secara *online*. Kuesioner didistribusikan kepada 285 responden dengan menggunakan teknik *purposive sampling* yaitu pada konsumen AQUA dengan kriteria berada di Indonesia, berusia diatas 18 tahun dan pernah membeli produk AQUA lebih dari satu kali. Penelitian ini menggunakan alat analisis *structural equation modelling* (SEM) yang dilakukan melalui program AMOS versi 22. Hasil penelitian menunjukkan bahwa *brand authenticity* berpengaruh positif terhadap kepercayaan merek, *brand authenticity* berpengaruh positif terhadap *brand love*, kepercayaan merek berpengaruh positif terhadap *brand love* dan *brand love* berpengaruh positif terhadap loyalitas merek.

Kata kunci: *Brand Authenticity*; Kepercayaan Merek; *Brand Love*; Loyalitas Merek

ABSTRACT

THE INFLUENCE OF BRAND AUTHENTICITY ON BRAND TRUST AND BRAND LOVE AND ITS IMPACT ON BRAND LOYALTY

(Case of AQUA Product Customer)

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This research aims to identify the relationship between the influence of brand authenticity on brand trust, the influence of brand authenticity on brand love, the influence of brand trust on brand love, and the influence of brand love on brand loyalty as applied to the AMDK industry AQUA. This research uses a survey method through a questionnaire distributed using an online Google form. Questionnaires were distributed to 285 respondents using a purposive sampling technique, namely to AQUA consumers with the criteria of being in Indonesia, aged over 18 years, and having purchased AQUA products more than once. This research uses structural equation modelling (SEM) analysis tools carried out through the AMOS version 22 program. The results of the research show that brand authenticity has a positive effect on brand trust, brand authenticity has a positive effect on brand love, brand trust has a positive effect on brand love and brand love has a positive effect on brand loyalty.

Keywords: Brand Authenticity; Brand Trust; Brand Love; Brand Loyalty