

ABSTRACT

***The Influence of Brand Ambassador and Quality of Service on Customer Trust
Through Brand Reputation as Mediation***

(Case on E-Marketplace Bukalapak)

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The purpose of this study was to find out how the role of brand reputation in mediating the interaction between brand ambassador and quality of service on customer trust. This study was designed as a survei method by distributing questionnaires to 220 respondents who are Bukalapak users in Indonesia who have made transactions more than 1x and are 18 years old, using purposive sampling technique. The analytical tool used in this study is Structural Equation Modeling (SEM). The results of this study prove that brand ambassador and quality of service has an influence on brand reputation and brand reputation has proven to have an effect on customer trust. In addition, the variable brand reputation is proven to mediate between brand ambassador and quality of service on customer trust.

***Keyword : Brand Ambassador, Quality Of Service, Brand Reputation,
Customer Trust***

ABSTRAK

Pengaruh *Brand Ambassador* dan *Quality Of Service* Terhadap *Customer Trust* Melalui *Brand Reputation* Sebagai Mediasi

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Tujuan dari penelitian ini adalah untuk mengetahui bagaimana peran *brand reputation* dalam memediasi interaksi antara *brand ambassador* dan *quality of service* terhadap *customer trust*. Penelitian ini dirancang sebagai *survey method* dengan melakukan penyebaran angket kepada 220 responden yang merupakan pengguna Bukalapak di Indonesia yang pernah melakukan transaksi lebih dari 1x dan berusia 18 tahun ke atas, dengan menggunakan Teknik *purposive sampling*. Alat analisis yang digunakan dalam penelitian ini yaitu *Structural Equation Modeling* (SEM). Hasil penelitian ini membuktikan bahwa *brand ambassador* dan *quality of service* memiliki pengaruh terhadap *brand reputation* dan *brand reputation* memiliki terbukti berpengaruh terhadap *customer trust*. Selain itu variabel *brand reputation* terbukti memediasi antara *brand ambassador* dan *quality of service* terhadap *customer trust*.

Kata Kunci : *Brand Ambassador, Quality Of Service, Brand Reputation, Customer Trust*