

ABSTRAK

Dessy, Kristiana Dewi. 2020. Skripsi. **Pengaruh *Brand Trust* Dan *Brand Equity* terhadap *Brand Loyalty* pada KFC Kota Probolinggo.** Program studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini dilakukan terhadap KFC Kota Probolinggo dengan tujuan untuk mengetahui apakah terdapat pengaruh yang signifikan antara variabel *Brand Trust* terhadap *Brand Loyalty* dan variabel *Brand Equity* terhadap *Brand Loyalty* pada KFC Kota Probolinggo.

Jenis penelitian yang digunakan adalah penelitian kuantitatif berjenis asosiatif kausal. Dengan variabel *Brand Trust* (X_1), *Brand Equity* (X_2) terhadap *Brand Loyalty* (Y). Dengan jumlah populasi 10.030 dan sampel yang digunakan sebanyak 263 responden menggunakan kesalahan 10% dengan teknik sampling yang digunakan pada penelitian ini adalah *non probability sampling* yaitu teknik sampling purposive.

Hasil penelitian menunjukkan Dari Hasil uji hipotesis secara parsial (individu) diperoleh nilai variabel *Brand Trust* (X_1) diperoleh nilai $t_{hitung} > t_{tabel}(6,442 > 1,650735)$ dan nilai sig $0,000 < 0,05$ dan variabel *Brand Equity* (X_2) diperoleh nilai $t_{hitung} > t_{tabel}(11,984 > 1,650735)$ dan nilai sig $0,000 < 0,05$. Dengan demikian terbukti bahwa ada pengaruh signifikan variabel *Brand Trust* dan *Brand Equity* terhadap *Brand Loyalty* pada KFC Kota Probolinggo.

Kata kunci : *Brand Trust, Brand Equity, Brand Loyalty*

ABSTRACT

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The study is conducted on purpose to identify whether there is a significant influence of brand trust and brand equity on brand loyalty at KFC Probolinggo City or not.

This study employed a quantitative approach which was a causal associative method. Besides, this study consisted of three variables which were brand trust (X_1), brand equity (X_2), and brand loyalty (Y). The study also used 10,030 populations and a sample of 263 respondents which applied a 10% error. The study employed non-probability sampling which was a purposive sampling as a sampling technique.

As a result, based on the partial hypothesis testing, the testing result on the brand trust variable (X_1) toward the brand loyalty variable (Y) obtains the score of $t_{value} > t_{table}$ ($6.442 > 1.650735$) and the significance score is $0.000 < 0.05$. On the other hand, the testing result of the brand equity variable (X_2) on the brand loyalty variable (Y) obtains the score of $t_{value} > t_{table}$ ($11.984 > 1.650735$) and the significance score is $0.000 < 0.05$. It can be concluded that there is a significant influence of brand trust and brand equity on brand loyalty at KFC Probolinggo City.

Keywords: *brand trust; brand equity; brand loyalty*