

ABSTRAK

Gitti Khodijah Lastari, 2018; Pengaruh Kualitas Produk Dan Kepercayaan Merek Terhadap Kepuasan Konsumen Serta Dampaknya Pada Loyalitas Merek Pristine, Jakarta: Konsentrasi Manajemen Pemasaran, Program Studi Manajemen, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Dr. Mohamad Rizan, MM & Agung Kresnamurti Rivai P., MM

Penelitian ini dilakukan untuk mengetahui Pengaruh Kualitas Produk Dan Kepercayaan Merek Terhadap Kepuasan Konsumen Serta Dampaknya Pada Loyalitas Merek Pristine. Responden dari penelitian ini adalah konsumen Pristine yang pernah membeli dan mengkonsumsi Pristine lebih dari 1 kali. Pengumpulan data dilakukan dengan melakukan penyebaran kuesioner kepada 200 responden dan menggunakan teknik pengambilan sampel yaitu *purposive sampling*. Penelitian ini menggunakan analisis *Structural Equation Modelling* (SEM) dengan alat bantu analisis SPSS versi 20 dan LISREL versi 8.7. Hasil pengujian deskriptif menjelaskan bahwa: (1) Terdapat pengaruh antara kualitas produk terhadap kepuasan konsumen memiliki *t-value* sebesar 3.85, (2) Terdapat pengaruh antara kepercayaan merek terhadap kepuasan konsumen memiliki *t-value* sebesar 4.40, (3) Terdapat pengaruh antara kepuasan konsumen terhadap loyalitas merek memiliki *t-value* sebesar 5.24, (4) Terdapat pengaruh kualitas produk terhadap loyalitas merek melalui kepuasan konsumen memiliki *t-value* sebesar 4.82, (5) Terdapat pengaruh kepercayaan merek terhadap loyalitas merek melalui kepuasan konsumen memiliki *t-value* sebesar 3.26.

Kata Kunci: Kualitas Produk, Kepercayaan Merek, Kepuasan Konsumen, Loyalitas Merek, Pristine

ABSTRACT

Gitti Khodijah Lastari, 2018; *The Influence of Product Quality And Brand Trust on Consumer Satisfaction And Its Impact On Pristine Brand Loyalty, Jakarta: Concentration of Marketing Management, Study Program of Management, Department of Management, Faculty of Economics, State University of Jakarta. Advisory: Dr. Mohamad Rizan, MM & Agung Kresnamurti Rivai P., MM*

This research was conducted to know the Influence of Product Quality And Brand Trust on Consumer Satisfaction And Its Impact On Pristine Brand Loyalty. Respondents from this study were Pristine consumers who had bought and consumed Pristine more than once. Data collection was done by distributing questionnaires to 200 respondents and using purposive sampling technique. This research uses Structural Equation Modeling (SEM) analysis with SPSS version 20 and LISREL version 8.7. Descriptive test results explain: (1) there is influence between product quality to consumer satisfaction that have value t equal 3.85, (2) there is influence between brand trust to consumer satisfaction have value t equal 4.40, (3) the influence of consumer satisfaction to brand loyalty with the single score of 5.24, (4) There is influence of product quality to brand loyalty through customer satisfaction owned t -value of 4.82, (5) There is influence of brand trust on brand loyalty through consumer satisfaction which has a t value of 3.26.

Keywords: Product Quality, Brand Trust, Consumer Satisfaction, Brand Loyalty, Pristine