ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek dan kepuasan pelanggan terhadap loyalitas merek melalui kepercayaan merek pada produk busana muslim Al-Fath di Semarang. Populasi dalam penelitian ini adalah konsumen wanita yang sudah pernah membeli busana muslim Al-Fath di kota Semarang. Teknik pengambilan sampel dengan metode *purposive sampling*. Sampel yang diambil sebanyak 100 responden, dengan instrument penelitian berupa kuesioner. Analisis data menggunakan SmartPLS versi 3. Hasil penelitian menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap kepercayaan merek dan loyalitas merek. Kepercayaan merek berpengaruh positif dan signifikan terhadap loyalitas merek. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap kepercayaan merek dan loyaliyas merek.

Kata Kunci: Citra merek, Kepuasan pelanggan, Kepercayaan merek dan Loyalitas merek

ABSTRACT

This research aims to analyze the influence of brand image and consumer satisfaction to brand loyalty through brand trust in muslim fashion products Al-Fath in Semarang. The population in this research is a women consumers who have never bought muslim fashion of Al-Fath in Semarang. The technique of the sample with a purposive sampling method. Samples taken as many as 100 respondents, with a research instrument in the form of a questionnaire. Data analysis using SmartPLS version 3. The results showed that brand image has a positive and significant effect on brand trust dan brand loyalty. Brand trust has a positive and significant effect on brand loyalty. Consumers satisfaction has a positive and significant effect on a brand trust and brand loyalty.

Keywords: Brand image, consumer satisfaction, brand trust and brand loyalty.