

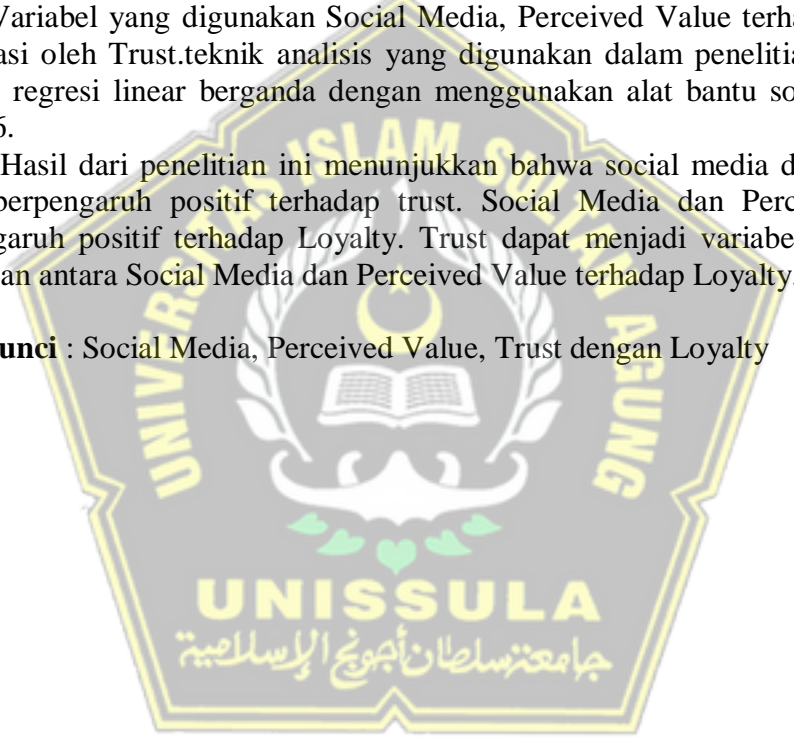
ABSTRAK

Penelitian ini bertujuan untuk mengetahui: 1) Mendeskripsikan dan menganalisis hubungan antara social media terhadap Trust. 2) Mendeskripsikan dan menganalisis hubungan antara Perceived Value terhadap Trust. 3) Mendeskripsikan dan menganalisis hubungan antara Social Media terhadap Loyalty. 4) Mendeskripsikan dan menganalisis hubungan antara Perceived Value terhadap Loyalty. 5) Mendeskripsikan dan menganalisis hubungan antara Trust terhadap loyalty. Responden dalam penelitian ini adalah Instagram Ganjar Pranowo.

Metode penelitian yang digunakan adalah penelitian kuantitatif korelasional, bertujuan untuk mengetahui hubungan antara dua variabel atau lebih. Variabel yang digunakan Social Media, Perceived Value terhadap Loyalty dimediasi oleh Trust. teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linear berganda dengan menggunakan alat bantu software SPSS versi 26.

Hasil dari penelitian ini menunjukkan bahwa social media dan perceived value berpengaruh positif terhadap trust. Social Media dan Perceived Value berpengaruh positif terhadap Loyalty. Trust dapat menjadi variabel intervening hubungan antara Social Media dan Perceived Value terhadap Loyalty.

Kata kunci : Social Media, Perceived Value, Trust dengan Loyalty



ABSTRACT

This study aims to determine: 1) Describe and analyze the relation between social media and Trust . 2) Describe and analyze the relation between Perceived Value and Trust . 3) Describe and analyze the relation between Social Media and Loyalty . 4) Describe and analyze the relation between Perceived Value and Loyalty . 5) Describe and analyze the relation between Trust and loyalty . The respondent in this study is Ganjar Pranowo ,,s instagram .

The study method used is correlational quantitative research, which aims to determine the relation between two or more variables. The variables used are Social Media , Perceived Value on Loyalty mediated by Trust . The analytical technique used in this study is multiple linear regression analysis using SPSS software version 26.

The results of this study indicate that social media and perceived value is proven to have a positive effect on trust . Social Media and Perceived Value is proven to have a positive effect on Loyalty . Trust is able to mediate the relation between Social Media and Perceived Value toward Loyalty .

Keywords : *Social Media , Perceived Value , Trust with Loyalty*

