

ABSTRAK

Pengaruh Brand Trust, Brand Equity, dan Brand Image terhadap Loyalitas Pelanggan

(Survey pada Konsumen McDonald's Bandar Lampung)

Pada era globalisasi saat ini persaingan dalam dunia bisnis semakin ketat baik perusahaan dalam bidang industri perdagangan maupun perusahaan jasa, kondisi persaingan yang begitu ketat saat ini mengharuskan para pelaku usaha dituntut mampu bertahan, mampu memaksimalkan kinerja perusahaannya, dan melakukan inovasi atau perkembangan. Perkembangan dunia bisnis yang cepat dan penuh persaingan menuntut perusahaan untuk memperhatikan cara mereka melayani konsumen, menanggapi pesaing, dan mengeluarkan produk. Penelitian ini bertujuan untuk mengetahui pengaruh *brand trust* terhadap loyalitas pelanggan, pengaruh *brand equity* terhadap loyalitas pelanggan, pengaruh *brand image* terhadap loyalitas pelanggan Konsumen McDonald's Bandar Lampung. Sampel dalam penelitian ini adalah konsumen. Penelitian ini menggunakan regresi linear berganda dan sampel yang digunakan sebanyak 120 orang. Hasil penelitian ini menunjukkan *Brand trust* berpengaruh positif terhadap loyalitas pelanggan (H1 diterima). *Brand equity* berpengaruh positif terhadap loyalitas pelanggan (H2 diterima). *Brand image* berpengaruh positif terhadap loyalitas pelanggan (H3 diterima).

Kata Kunci : *Brand Trust, Brand Equity, Brand Image* dan Loyalitas Pelanggan

ABSTRACT

Effect of Brand Trust, Brand Equity, and Brand Image on Customer Loyalty

(Survey on Consumers of McDonald's Bandar Lampung)

In the current era of globalization, competition in the business world is getting tougher, both for companies in the trading industry and service companies, the current tight competition conditions require business actors to be able to survive, be able to maximize the performance of their companies, and carry out innovation or development. The rapid development of the business world and full of competition requires companies to pay attention to how they serve consumers, deal with competitors, and release products. This study aims to determine the effect of brand trust on customer loyalty, the effect of brand equity on customer loyalty, the influence of brand image on customer loyalty McDonald's Bandar Lampung. The sample in this study is the consumer. This study used multiple linear regression and the sample used was 120 people. The results of this study indicate that brand trust has a positive effect on customer loyalty (H1 is accepted). Brand equity has a positive effect on customer loyalty (H2 is accepted). Brand image has a positive effect on customer loyalty (H3 is accepted).

Keywords: Brand Trust, Brand Equity, Brand Image and Customer Loyalty