

ABSTRAK

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2022

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Pengaruh *Brand Image*, *Brand Trust*, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Serta Tinjauannya Dari Sudut Padang Islam (Studi Pada Pengunjung Tiptop Rawamangun Jakarta Timur)

(141 halaman + tabel + gambar +lampiran)

Abstark

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Image*, *Brand Trust*, dan Kualitas Pelayanan terhadap Loyalitas Pelanggan pada Supermarket Tiptop Rawamangun Jakarta timur Serta Tinjauannya Dari Sudut Pandang Islam. Teknik pengambilan sampel yang digunakan adalah dengan *purposive sampling* yang terdapat di *non - probability* sampling. dengan jumlah sampel penelitian sebanyak 100 responden. Data dikumpulkan menggunakan kuesioner. Analisis data dalam penelitian ini menggunakan Metode *Partial Least Square Structural Equation Modeling*. Hasil dari penelitian menunjukkan : (1) *brand image* berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (2) *brand trust* tidak berpengaruh signifikan terhadap loyalitas pelanggan. (3) kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (4) *brand image*, *brand trust*, dan kualitas pelayanan secara simultan berpengaruh terhadap loyalitas pelanggan. Dalam sudut pandang islam, mengajarkan tentang adab berdagang dengan menjual barang yang halal dan bermafaat bagi konsumen, hal tersebut akan menimbulkan image baik dan kepercayaan terhadap perusahaan.

Kata Kunci : *Brand Image*, *Brand Trust*, Kualitas Pelayanan, Loyalitas Pelanggan

ABSTRAC

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The Influence of Brand Image, Brand Trust, and Service Quality on Customer Loyalty and Its Review from the Islamic Viewpoint (Study on Visitors of Tiptop Rawamangun, East Jakarta)

(141 Page + tabel + picture + attachments)

Abstrac

This study aims to analyze the effect of Brand Image, Brand Trust, and Service Quality on Customer Loyalty at the Tiptop Rawamangun Supermarket, East Jakarta and its review from an Islamic point of view. The sampling technique used is purposive sampling in non-probability sampling. with a total sample of 100 respondents. Data were collected using a questionnaire. Data analysis in this study used Partial Least Square Structural Equation Modeling Method. The results of the study show: (1) brand image has a positive and significant effect on customer loyalty. (2) brand trust has no significant effect on customer loyalty. (3) service quality has a positive and significant effect on customer loyalty. (4) brand image, brand trust, and service quality simultaneously affect customer loyalty. From an Islamic point of view, teaching about trade etiquette by selling goods that are lawful and beneficial for consumers will create a good image and trust in the company.

Keywords: *Brand Image, Brand Trust, Service Quality, Customer Loyalty*