

ABSTRAK

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Pengaruh *Brand Image*, *Brand Trust* Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi Pada Produk Madame Gie Serta Tinjauannya Dalam Sudut Pandang Islam.

169 Halaman + xiv halaman + 15 tabel + 4 gambar dan 6 lampiran

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Brand Image*, *Brand Trust* Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi Pada Produk Madame Gie Serta Tinjauannya Dalam Sudut Pandang Islam. Sampel dalam penelitian ini adalah 128 Responden. Teknik pengambilan sampel yang digunakan adalah *probability sampling*. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modelling*. Berdasarkan hasil penelitian diperoleh kesimpulan: *Brand Image* berpengaruh positif terhadap Kepuasan Pelanggan, *Brand Trust* berpengaruh positif terhadap Kepuasan Pelanggan, *Brand Image* berpengaruh positif terhadap Loyalitas Pelanggan, *Brand Trust* berpengaruh positif terhadap Loyalitas Pelanggan, Kepuasan Pelanggan berpengaruh positif terhadap Loyalitas Pelanggan, Kepuasan Pelanggan dapat memediasi hubungan antara *Brand Image terhadap Loyalitas Pelanggan*, Kepuasan Pelanggan dapat memediasi hubungan antara *Brand Trust terhadap Loyalitas Pelanggan*. Menurut pandangan Islam, *Brand Image*, *Brand Trust*, Loyalitas Pelanggan dan Kepuasan Pelanggan pada produk Madame Gie sesuai dengan prinsip-prinsip Islam.

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

ABSTRACT

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The Influence of Brand Image, Brand Trust on Customer Loyalty with Customer Satisfaction as a Mediation Variable on Madame Gie's Products and Its Review From an Islamic Perspective.

169 Pages + xiv pages + 15 tables + 4 pictures + and 6 attachments

ABSTRACT

This study aims to determine the effect of brand image, brand trust on customer loyalty with customer satisfaction as a mediating variable on Madame Gie's products and its review from an Islamic point of view. The sample in this study were 128 respondents. The sampling technique used is probability sampling. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling. Based on the research results, it can be concluded: Brand Image has a positive effect on Customer Satisfaction, Brand Trust has a positive effect on Customer Satisfaction, Brand Image has a positive effect on Customer Loyalty, Brand Trust has a positive effect on Customer Loyalty, Customer Satisfaction has a positive effect on Customer Loyalty, Customer Satisfaction can mediate the relationship between Brand Image and Customer Loyalty, Customer Satisfaction can mediate the relationship between Brand Trust and Customer Loyalty. According to the Islamic view, Brand Image, Brand Trust, Customer Loyalty and Customer Satisfaction on Madame Gie's products are in accordance with Islamic principles.

Keywords: *Brand Image, Brand Trust, Customer Loyalty and Customer Satisfaction.*