

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
2026

Ananda Maulidya

120.2022.010

Pengaruh Pengalaman Merek dan Citra Merek Terhadap Loyalitas Merek dengan Kepercayaan Merek Sebagai Variabel Moderasi Serta Tinjauannya Dalam Sudut Pandang Islam (Studi Kasus Pada Konsumen Sepatu Nike Di Jakarta Utara Periode 2025)

(118 + xvi halaman, 23 tabel, 6 gambar, dan 7 lampiran)

Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh pengalaman merek dan citra merek terhadap loyalitas merek dengan kepercayaan merek sebagai variabel moderasi pada konsumen sepatu Nike di Jakarta Utara tahun 2025 Serta Tinjauannya Dalam Sudut Pandang Islam. Penelitian ini menggunakan pendekatan kuantitatif dengan 132 responden yang dipilih melalui teknik *purposive sampling*. Pengumpulan data dilakukan melalui kuesioner dan dianalisis menggunakan metode *Partial Least Square Structural Equation Modeling* (PLS-SEM) dengan bantuan SPSS dan WarpPLS. Hasil penelitian menunjukkan bahwa pengalaman merek berpengaruh positif dan signifikan terhadap loyalitas merek, citra merek berpengaruh positif dan signifikan terhadap loyalitas merek, kepercayaan merek tidak memoderasi pengaruh pengalaman merek terhadap loyalitas merek, dan kepercayaan merek tidak memoderasi pengaruh citra merek terhadap loyalitas merek. Dari sudut pandang Islam, Nike sudah menerapkan kejujuran (*shiddiq*), tanggung jawab (*amanah*) tercermin melalui konsistensi kualitas produk dan kejelasan informasi, sehingga mendorong loyalitas konsumen terhadap merek.

Kata Kunci: Pengalaman Merek, Citra Merek, Kepercayaan Merek, Loyalitas Merek, Universitas YARSI, Nike.

ABSTRACT

**Faculty of Economics and Business
Study Program S-1 Management
2026**

**Ananda Maulidya
120.2022.010**

The Influence of Brand Experience and Brand Image on Brand Loyalty with Brand Trust as a Moderating Variable and Its Review from an Islamic Perspective (A Case Study of Nike Shoe Consumers in North Jakarta, 2025)
(118 + xvi pages, 23 tables, 6 figures, and 7 attachments)

Abstract Description

This study aims to analyze the influence of brand experience and brand image on brand loyalty with brand trust as a moderating variable on Nike shoe consumers in North Jakarta in 2025 and its review from an Islamic perspective. This study uses a quantitative approach with 132 respondents selected through purposive sampling technique. Data collection was carried out through questionnaires and analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method with the help of SPSS and WarpPLS. The results show that brand experience has a positive and significant effect on brand loyalty, brand image has a positive and significant effect on brand loyalty, brand trust does not moderate the effect of brand experience on brand loyalty, and brand trust does not moderate the effect of brand image on brand loyalty. From an Islamic perspective, Nike has implemented honesty (shiddiq), responsibility (amanah) reflected through product quality consistency and clarity of information, thus encouraging consumer loyalty to the brand.

Keywords: Brand Experience, Brand Image, Brand Trust, Brand Loyalty, YARSI University, Nike.