

**THE EFFECT OF BRAND TRUST AND BRAND IMAGE
ON BRAND EQUITY WITH BRAND LOYALTY AS AN
INTERVENING VARIABLE ON LE MINERALE**



THESIS

Compiled To Meet The Requirements To Obtain a Bachelor of Economics in
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Muhammadiyah Surakarta University

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**MANAGEMENT DOUBLE DEGREE
FACULTY ECONOMIC AND BUSINESS OF
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APPROVAL PAGE

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Research has been accepted and approved

Surakarta, 10 February 2022

Thesis Supervisor

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(Kussudyarsana, S.E., M.Si,Ph.D.)

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INTERVENING VARIABLE ON LE MINERALE**

Certify that the thesis that I have created and submitted is my work, except the quotations and summaries of everything I have already explained the sources. If later it is proven and or can be proved that this thesis is a copy, then I am willing to accept any sanction from the faculty of economics and business, and or the degree given by the University of Muhammadiyah Surakarta will be canceled.

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MOTTO

“Tiadalah kehidupan dunia ini melainkan senda gurau dan main-main. Dan sesungguhnya akhirat itulah yang sebenarnya kehidupan kalau mereka mengetahui.”

(QS al-Ankabut [29]: 64).

“Tanpa tindakan, pengetahuan tidak ada gunanya dan pengetahuan tanpa tindakan itu sia-sia”

(Abu Bakar As-Siddiq)

"He who does not dare to take risks will not decide anything in life."

(Muhammad Ali)

DEDICATION

Bismillahirrahmanirrahiim

Alhamdulillah, I present this paper with a great love for:

- Allah SWT, because of His blessings and mercy, can finish this research paper without any obstacles.
- My Beloved Family (Father, Mother, and Sister) always support me no matter what happens.
- For Kussudyarsana, S.E., M.Si, PhD as a supervisor who has guided, motivated and encouraged me in completing this thesis.
- Thanks to all my dear friends, who have given me encouragement and support during the process of writing this thesis.

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Bismillahirrohmaanirrohiim

Assalaamu'alaikum Warahmatullahi Wabarakaatuh

Praise and gratitude to Allah SWT for the abundance of His mercy and grace so that I can complete this thesis with the title: The Effect of Brand Trust and Brand Image on Brand Equity with Brand Loyalty as an Intervening Variable on Le Minerale. This is to fulfil one of the requirements for completing studies and in order to obtain a Bachelor of Management degree at the Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Surakarta.

My sincere appreciation and gratitude to my beloved father, Akbari and my dear mother, Azizah, who have poured out all their love and affection as well as moral and material attention. May Allah SWT always bestow grace, health, gifts and blessings in this world and in the hereafter for the kindness that has been given to the author. And the author does not forget to thank:

1. Dr. H. Sofyan Anif, M.Sc. as the Chancellor of the Muhammadiyah University of Surakarta and all the leaders of the Surakarta Muhammadiyah University.
2. Prof. Dr. Anton Agus Setyawan, S.E., M.Si. as Dean of the Faculty of Economics and Business, Muhammadiyah University, Surakarta.

3. Rini Kuswati, S.E., M.Si. as Chairman of the Management Department of the Faculty of Economics and Business, Muhammadiyah University, Surakarta.
4. Kussudyarsana, S.E., M.Si, PhD as a supervisor who has guided me in completing this thesis.
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6. Dear mother, father, and my beloved family, who always provide love and support in both spiritual and material and are never bored in praying and advising for the success of the writer.
7. All my friends and parties that the author cannot mention one by one who has meaning in completing this thesis. Without meaning to ignore, only space limitations and author error.

This thesis still has many shortcomings both from renewal and presentation. For this reason, all the suggestions and criticisms made may be useful for further research. Hopefully, this thesis is useful for all those who need it and be successful early in the future.

Wassalaamu'alaikum Warahmatullahi Wabarakaatuh.

ABSTRAK

Bismillahirrahmanirrahiim

Penelitian ini bertujuan untuk mengetahui sejauh mana merek (*brand*) Le minerale dapat mempengaruhi segala ketertarikan konsumen terhadap merek Le minerale. Merek merupakan ujung tombak perusahaan, walaupun harus didukung pula oleh kualitas produk dan kualitas manajemen tetapi merek adalah cerminan dari keseluruhan kualitas didalam perusahaan tersebut. Selama ini umumnya pemilihan kriteria brand masih pada tataran teknis. Beberapa kriteria tersebut yaitu: pertama memorability atau mudah diingat, kedua memiliki arti yang menyenangkan, menarik, credible, sugestif, kaya imajinasi; ketiga protectability atau dilindungi undang-undang. Penelitian ini menggunakan metode kuantitatif. Data dikumpulkan dengan teknik kuesioner .Teknik pengambilan sampel menggunakan purposive sampling. Responden untuk penelitian ini adalah konsumen Le minerale dengan jumlah responden sebanyak 151 orang. Metode kuantitatif dengan menggunakan *Structural Equation Modeling (SEM)* dengan software SmartPLS 3.0. Hasil analisis data menunjukkan bahwa Brand Image berpengaruh positif dan signifikan terhadap Brand Equity, selanjutnya Brand Trust berpengaruh positif dan signifikan terhadap Brand Loyalty.

Kata kunci: Brand Image, Brand Trust, Brand Loyalty, dan Brand Equity

ABSTRACT

Bismillahirrahmanirrahiim

This research aims to find out the extent to which the Le Minere brand (brand) can influence all consumer interest in the Le Minere brand. Brands are the cutting edge of the company; although they must be supported by the product quality and management quality, the brand is a reflection of the overall quality of the company's deep. During this time, generally, the selection of brand criteria is still at a technical level. Some of these criteria are: first memorability or easy to remember, second has a pleasant, interesting, credible, suggestive, rich imagination meaning; third protectability or protected by law. This research uses quantitative methods. Data is collected by technique questionnaire. The sampling technique uses purposive sampling. Respondents for this study were Le Minerale consumers with 151 respondents. Quantitative method using Structural Equation Modeling (SEM) with SmartPLS 3.0 software. The results of the data analysis show that Brand Image has a positive and significant effect on Brand Equity, henceforth Brand Trust has a positive and significant effect on Brand Loyalty.

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

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