

Analisis pengaruh trust in a brand terhadap brand loyalty truk UD di Indonesia (studi kasus rebranding PT AI-UD SO) = The influence of trust in a brand for brand loyalty ud truck in Indonesia (case study rebranding PT AI-UD SO)

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Abstrak

Tesis ini menganalisis pengaruh trust in a brand for brand loyalty UD setelah rebranding. Rebranding dianalisa menggunakan kerangka corporate rebranding. Evaluasi eksternal setelah rebranding dilakukan dengan mengukur pengaruh trust in a brand terhadap brand loyalty UD Trucks. Pengukuran trust in a brand dilakukan kepada empat variabel independen yaitu brand reputation brand predictability brand competence dan trust in the company.

Penelitian ini menggunakan metode survey yang dilakukan di beberapa kota Jakarta Tangerang Bandung dan Balikpapan. Teknik sampling yang digunakan metode non probability sampling dengan cara purposive sampling. Teknik ini berarti memilih responden berdasarkan kriteria tertentu. Dengan metode regresi linear diperoleh temuan bahwa brand predictability brand competence dan trust in the company berhubungan positif terhadap peningkatan trust in a brand dan peningkatan trust in a brand berpengaruh signifikan terhadap brand loyalty.

This thesis analyzed the influence of trust in brand for brand loyalty UD Truck in Indonesia after rebranding process. Rebranding analysis use theoretical framework corporate rebranding The external evaluation of rebranding can used to measure the influence of trust in a brand for brand loyalty of UD Trucks. Trust in a brand is measured by four variabel independen brand reputation brand predictability brand competence and trust in the company.

This study use survey method in Jakarta Bekasi Tangerang Bandung and Balikpapan Technique of sampling will be used is non probability sampling with purposive sampling. This technique of sampling means that responden is choosed based on certain criteria We get summarized by linear regression method that brand predictability brand competence and trust in the company have linear and positive relationship with trust in a brand and will make brand loyalty increased.