# SUMMARY

This reaseach is using descriptive type survey method, which aims to determine the effect of social influence and self-congruity towards brand loyalty of VCO For Life product at Cipaku, Bogor. The populations of the study were customer of VCO For Life product with total 118 customers. The sampling technique was convenience sampling with a total sample of 97 respondent.

Data were collected by questionnaires, and analyzed by multiple linear regression analysis, coefficient determination, F test, t-test, and mediating variable regression analysis using product of coefficient method. The results of the study showed that: 1) Social Influence has a positive effect on brand trust, it was proved by the value of $t_{statistics}$ 2,905 > t_{table} 1,980. 2) Self-congruity has a positive effect on brand trust, it was proved by the value of $t_{statistics}$ 2,622 > t_{table} 1,980. 3) Social Influence has a positive effect on brand loyalty, it was proved by the value of $t_{statistics}$ 2,321 > t_{table} 1,980. 4) Self-congruity has a positive effect on brand loyalty, it was proved by the value of $t_{statistics}$ 3,085 > t_{table} 1,980. 5) Brand trust has a positive effect on brand loyalty, it was proved by the value of $t_{statistics}$ 3,661 > t_{table} 1,980. 6) Brand trust mediates the effect of social influence towards brand loyalty, it was proved by the value of $Z_{statistics}$ 2,217 > Z_{table} 1,96. 7) Brand trust mediates the effect of self-congruity towards brand loyalty, it was proved by the value of $Z_{statistics}$ 2,073 > Z_{table} 1,96. Coefficient of determination contribution were from social influence, self-congruity, and brand trust variable was 55,4%, and the other 44,6% were influenced by other variables that are not examined in this study.

Keywords: social influence, self-congruity, brand trust, brand loyalty
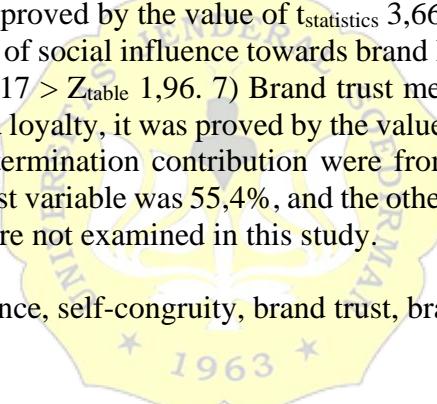
RINGKASAN

Penelitian ini merupakan jenis penelitian deskriptif dengan menggunakan metode survey, yang bertujuan untuk mengetahui efek pengaruh sosial dan kesesuaian diri terhadap loyalitas merek yang dimediasi oleh kepercayaan merek pada produk VCO For Life di Cipaku, Bogor. Populasi dalam penelitian ini yaitu pembeli produk VCO For Life sebanyak 118 pembeli. Teknik pengambilan sampling yaitu convenience sampling dengan jumlah sampel sebanyak 97 responden.

Teknik pengumpulan data menggunakan kuesioner, dan dianalisis menggunakan regresi liniar berganda, koefisien determinasi, uji F, uji t, analisis regresi variabel mediasi metode product of coefficient. Hasil penelitian yaitu: (1) Terdapat pengaruh positif pengaruh sosial terhadap kepercayaan merek produk VCO For Life, dibuktikan dengan nilai t_{hitung} 2,905 > nilai t_{tabel} 1,980. (2) Terdapat pengaruh positif kesesuaian diri terhadap kepercayaan merek produk VCO For Life, dibuktikan dengan nilai t_{hitung} 2,622 > nilai t_{tabel} 1,980. (3) Terdapat pengaruh positif pengaruh sosial terhadap loyalitas merek produk VCO For Life, dibuktikan dengan nilai t_{hitung} 2,321 > nilai t_{tabel} 1,980. (4) Terdapat pengaruh positif kesesuaian diri terhadap loyalitas merek produk VCO For Life, dibuktikan dengan nilai t_{hitung} 3,085 > nilai t_{tabel} 1,980. (5) Terdapat pengaruh positif kepercayaan merek terhadap loyalitas merek produk VCO For Life, dibuktikan dengan nilai t_{hitung} 3,661 > nilai t_{tabel} 1,980. (6) Kepercayaan merek memediasi efek pengaruh sosial terhadap loyalitas merek produk VCO For Life, dibuktikan dengan nilai Z_{hitung} 2,217 > nilai Z_{tabel} 1,96. (7) Kepercayaan merek memediasi efek kesesuaian diri terhadap loyalitas merek produk VCO For Life, dibuktikan dengan nilai Z_{hitung} 2,073 > nilai Z_{tabel} 1,96. Nilai koefisien determinasi (R^2) kontribusi variabel pengaruh sosial, kesesuaian diri, dan kepercayaan merek sebesar 55,4%, sedangkan 44,6% lainnya dipengaruhi oleh variabel lain yang tidak diteliti.

Kata kunci: pengaruh sosial, kesesuaian diri, kepercayaan merek, loyalitas merek