

RINGKASAN

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh citra merek dan kepercayaan merek terhadap kinerja merek dengan kesetiaan merek sebagai mediator pada *smartphone* merek Nokia/Microsoft.

Populasi dalam penelitian ini adalah mahasiswa Fakultas Ekonomi dan Bisnis Universitas Jenderal Soedirman. Peneliti menggunakan sampel sebanyak 120 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *simple random sampling*. Data dianalisis menggunakan *Structural Equation Modelling* (SEM).

Hasil analisis penelitian ini menunjukkan bahwa: (1) citra merek berpengaruh positif terhadap kesetiaan merek, (2) kesetiaan merek tidak memediasi hubungan antara citra merek terhadap kinerja merek, (3) kepercayaan merek berpengaruh positif terhadap kesetiaan merek, (4) kesetiaan merek memediasi hubungan antara kepercayaan merek terhadap kinerja merek, (5) kesetiaan merek berpengaruh positif terhadap kinerja merek.

Kata kunci: Citra Merek, Kepercayaan Merek, Kesetiaan Merek, Kinerja Merek.

SUMMARY

The purpose of this research was to analyze the influence of brand image and brand trust to brand performance with brand loyalty as mediating variable on Nokia/Microsoft smartphone.

The population of this research is student of Economics and Business faculty, Jenderal Soedirman University. A simple random sampling technique was used 120 respondents. Data was analyzed by Structural Equation Modelling (SEM).

The results of this research confirmed that (1) brand image had positive influence to brand loyalty, (2) brand loyalty not mediated the relationship between brand image and brand performance, (3) brand trust had positive influence to brand loyalty, (4) brand loyalty mediated the relationship between brand trust and brand performance, (5) brand loyalty had positive influence to brand performance.

Keywords: Brand Image, Brand Trust, Brand Loyalty, Brand Performance.

