

The Influence of Brand Trust, Brand Image, and Service Quality on Brand Loyalty of Fore Coffee

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Abstract

This quantitative research aims to test and prove the "Influence of Brand Trust, Brand Image and Service Quality on Brand Loyalty in Fore Coffee". Through a survey involving 100 Fore consumer respondents in the East Jakarta area used in this research. The sampling technique used was purposive sampling using the Lemeshow formula. This research uses Partial Least Square (PLS) analytical techniques with various tests such as Validity, Reliability and also R Square Tests, using Smart PLS 4.0 software. In this test, the results obtained are: (1) brand trust has a positive influence on brand loyalty, (2) brand image has a positive influence on Fore Coffee brand loyalty, and (3) service quality has a positive influence on Fore Coffee brand loyalty.

Keywords : *brand loyalty, brand trust, brand image, service quality, coffee*

Pengaruh *Brand Trust*, *Brand Image*, dan *Service Quality* Terhadap *Brand Loyalty* Fore Coffee

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Abstrak

Penelitian kuantitatif ini memiliki tujuan untuk menguji dan membuktikan tentang “Pengaruh *Brand Trust*, *Brand Image*, dan *Service Quality* terhadap *Brand Loyalty* pada Fore Coffee”. Melalui survei yang melibatkan 100 responden konsumen Fore di wilayah Jakarta Timur yang digunakan dalam penelitian ini. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan menggunakan rumus Lemeshow. Penelitian ini menggunakan teknik analisis Partial Least Square (PLS) dengan berbagai uji seperti Uji Validitas, Reliabilitas, dan juga R Square, dengan menggunakan software Smart PLS 4.0. Dalam pengujian ini, didapatkan hasil yaitu: (1) kepercayaan merek memiliki pengaruh positif pada loyalitas merek, (2) citra merek berpengaruh positif terhadap loyalitas merek Fore Coffee, dan (3) kualitas layanan berpengaruh positif terhadap loyalitas merek Fore Coffee.

Kata kunci : loyalitas merek, kepercayaan merek, citra merek, kualitas layanan, kopi