

PENGARUH *BRAND IMAGE* DAN *BRAND TRUST* TERHADAP *BRAND LOYALTY* DI RUMAH SAKIT MANDAYA *HOSPITAL* KARAWANG

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ABSTRAK

Penelitian ini dilaksanakan dengan tujuan untuk mengetahui kondisi *brand image* dan *brand image* serta pengaruhnya terhadap *brand loyalty* di Rumah Sakit Mandaya Hospital Karawang.

Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif. Data berupa data primer dengan teknik pengumpulan data melalui penyebaran kuesioner. Pengujian hipotesis menggunakan regresi linear berganda, analisis koefisien korelasi, analisis koefisien determinasi, uji t dan uji F. Pengolahan data dengan bantuan alat pengujian statistik yaitu IBM SPSS 25.

Hasil penelitian menunjukkan bahwa secara simultan *brand image* dan *brand trust* berpengaruh terhadap *brand loyalty*, besarnya koefisien korelasi yaitu 0,966 berarti hubungannya sangat kuat, dan koefisien determinasi sebesar 93.3% berarti *brand image* dan *brand trust* berpengaruh terhadap *brand loyalty* yang besarnya 93.3%, sisanya sebesar 6.7% dipengaruhi oleh faktor lain. Sedangkan secara parsial *brand image* dan *brand trust* berpengaruh signifikan.

Kata kunci : *Brand Image, Brand Trust, Brand Loyalty*

***THE EFFECT OF BRAND IMAGE AND TRUST BRAND ON LOYALTY
BRAND IN MANDAYA HOSPITAL KARAWANG***

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ABSTRACT

This research was conducted with the aim to determine the condition of brand image and brand image and its effect on brand loyalty at Mandaya Hospital Karawang Hospital.

The research method used is descriptive and verification method. Data in the form of primary data with techniques of data collection through questionnaires. Hypothesis testing uses multiple linear regression, correlation coefficient analysis, coefficient of determination analysis, t test and F test. Data processing with the help of statistical testing tools, namely IBM SPSS 25.

The results showed that simultaneously brand image and brand trust had an effect on brand loyalty, the magnitude of the correlation coefficient was 0.966 meaning the relationship was very strong, and the determination coefficient of 93.3% means that brand image and brand trust affect brand loyalty which is 93.3%, the remaining 6.7 % is influenced by other factors. While partially brand image and brand trust have a significant effect.

Keywords: Brand Image, Brand Trust, Brand Loyalty