

ABSTRACT

The purpose of this study was to determine the effect of brand image and brand trust on customer satisfaction. This research took place at Krisna Oleh-Oleh Sunset Road. The population in this study were consumers who visited Krisna Oleh-Oleh Sunset Road. This study uses non-probability sampling techniques and sample determination using purposive sampling method and a sample size of 100 respondents. The analysis techniques used are reliability test, classical assumption test, partial correlation analysis, multiple correlation analysis, multiple linear regression, coefficient of determination analysis, t-test and f-test. The results of the study, namely (1) there is a positive and partially significant influence between brand image on customer satisfaction by obtaining a t-count value of $3.277 > t \text{ table } 1.984$ and sig value. $0,001 < 0,05$. (2) There is a positive and significant effect partially between brand trust on customer satisfaction with the acquisition of a t-count value of $3.460 > t\text{-table } 1.984$ and a sig value. $0,001 < 0,05$. (3) There is a significant positive effect of brand image and brand trust simultaneously on customer satisfaction with the acquisition of the F-count value of $113.297 > F\text{-table } 3.909$ and a sig value of $0.000 < 0.05$.

Keywords: Brand Image, Brand Trust, Customer Satisfaction

ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh *brand image* dan *brand trust* terhadap kepuasan konsumen. Penelitian ini berlangsung di Krisna Oleh-Oleh Sunset Road. Populasi dalam penelitian ini adalah konsumen yang berkunjung ke Krisna Oleh-Oleh Sunset Road. Penelitian ini menggunakan teknik non-probability sampling dan penentuan sampel dengan metode purposive sampling dan jumlah sampel 100 orang responden. Teknik analisis yang digunakan yakni uji reliabilitas, uji asumsi klasik, analisis korelasi parsial, analisis korelasi berganda, regresi linier berganda, analisis koefisien determinasi, uji t-test dan uji f-test. Hasil penelitian yaitu (1) terdapat pengaruh positif dan signifikan secara parsial antara *brand image* terhadap kepuasan konsumen dengan perolehan nilai t_{hitung} yaitu $3,277 > t_{tabel}$ 1,984 dan nilai sig. $0,001 < 0,05$. (2) Terdapat pengaruh positif dan signifikan secara parsial antara *brand trust* terhadap kepuasan konsumen dengan perolehan nilai t_{hitung} 3,460 $> t_{tabel}$ 1,984 dan nilai sig. $0,001 < 0,05$. (3) Terdapat pengaruh positif signifikan *brand image* dan *brand trust* secara simultan terhadap kepuasan konsumen dengan perolehan nilai F_{hitung} yaitu $113,297 > F_{tabel}$ 3,909 dan nilai sig $0,000 < 0,05$.

Kata Kunci : *Brand Image, Brand Trust* , Kepuasan Konsumen