

ABSTRAK

Risma Mahesti. 200541100076. Psikologi. Pengaruh kepercayaan merek terhadap minat membeli kembali pada konsumen warung bebek sinjay.

Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan merek terhadap minat membeli kembali pada konsumen warung bebek sinjay. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *incidental sampling*. Responden penelitian adalah konsumen di warung bebek sinjay dengan jumlah 100 responden. Pengumpulan data menggunakan skala kepercayaan merek dan skala minat membeli kembali. Analisis data penelitian uji regresi linier sederhana dengan bantuan program SPSS 25 *for Windows*. Berdasarkan hasil analisis data, diperoleh nilai F sebesar 33,130 dengan tingkat signifikansi 0,000 ($< 0,05$) artinya hipotesis diterima. Maka terdapat pengaruh kepercayaan merek terhadap minat membeli kembali pada warung bebek sinjay. Semakin tinggi tingkat kepercayaan merek, semakin tinggi pula minat membeli kembali konsumen warung bebek sinjay. Sumbangan efektif kepercayaan merek terhadap minat membeli kembali sebesar 25,3 %, sisanya dipengaruhi oleh variabel lain diluar penelitian.

Kata Kunci: Kepercayaan merek, Minat membeli kembali, Konsumen, Warung Bebek Sinjay

ABSTRACT

Risma Mahesti. 200541100076. Psychology. The influence of brand trust on repurchase interest in sinjay duck stall consumers.

This study aims to determine the effect of brand trust on repurchase interest in sinjay duck shop consumers. This study used a quantitative approach with incidental sampling techniques. The respondents of the study were consumers at Sinjay duck stalls with a total of 100 respondents. Data collection uses brand trust scales and repurchase interest scales. Analysis of simple liner regression test research data with the help of SPSS 25 for Windows program. Based on the results of data analysis, an F value of 33.130 was obtained with a significance level of 0.000 (< 0.05) meaning that the hypothesis was accepted. So there is an influence of brand trust on buying back interest in sinjay duck stalls. The higher the level of brand trust, the higher the interest in buying back sinjay duck stall consumers. The effective contribution of brand trust to repurchase interest was 25.3%, the rest was influenced by other variables outside the study.

Keywords: Brand trust, Repurchase interest, Consumer, Sinjay Duck Shop