

ABSTRAK

Ketatnya persaingan antar merek pada zaman sekarang membuat para pelaku bisnis harus lebih pintar dalam mengatur strategi bisnis. Salah satunya adalah membuat pelanggan yang telah dimiliki menjadi pelanggan yang loyal. *Self-image congruence* merupakan variabel yang memiliki pengaruh penting dalam pencapaian loyalitas. Dalam penelitian ini telah meneliti pengaruh *self-image congruence* pada *brand trust*, *perceived quality*, dan *brand loyalty*. Objek dari penelitian ini adalah pengguna smartphone iPhone. Sampel yang diambil sejumlah 151 responden yang diambil menggunakan *purposive sampling*. Untuk memproses data penelitian ini menggunakan SEM-PLS. Penemuan hasil dari penelitian ini adalah *self-image congruence* berpengaruh positif dan signifikan terhadap *brand trust*, *perceived quality*, dan *brand loyalty*.

Kata kunci: *Self-image Congruence, Perceived Quality, Brand Trust, dan Brand Loyalty*

ABSTRACT

The tight competition between brands today makes business people need to be smarter in managing business strategies. One of them is to make existing customers loyal customers. Self-image congruence is a variable that has an important influence on achieving loyalty. In this study, we have examined the effect of self-image congruence on brand trust, perceived quality, and brand loyalty. The object of this research is iPhone smartphone users. Samples taken as many as 151 respondents taken using purposive sampling. To process this research data using SEM-PLS. The findings of this study are that self-image congruence has a positive and significant effect on brand trust, perceived quality, and brand loyalty.

Key words: Self-image Congruence, Perceived Quality, Brand Trust, and Brand Loyalty