**DAFTAR ISI**

HALAMAN JUDUL i

LEMBAR PENGESAHAN ii

ABSTRAK iii

ABSTRACT iv

KATA PENGANTAR v

DAFTAR ISI…………………………………………………………………………………vii

DAFTAR TABEL……………………………………………………………………………xii

DAFTAR GAMBAR…………………………………………………………………….. ...xiv

DAFTAR LAMPIRAN………………………………………………………………………xv

BAB I PENDAHULUAN....................................................................................................... 1

1. Latar Belakang Masalah................................................................................................. 1
2. Identifikasi Masalah........................................................................................................ 7
3. Batasan Masalah............................................................................................................. 7
4. Batasan Penelitian........................................................................................................... 8
5. Rumusan Masalah........................................................................................................... 8
6. Tujuan Penelitian............................................................................................................ 8
7. Manfaat Penelitian.......................................................................................................... 9

BAB II LANDASAN TEORI DAN KERANGKA PEMIKIRAN..........................................10

1. Landasan Teori................................................................................................................10
2. Brand Loyalty ……................................................................................................... 11
3. Brand Distinctiveness………………….....................................................................14
4. Brand Prestige…………………………………………............................................17
5. Consumer-Brand Identification……………………..................................................19
6. Penelitian Terdahulu.......................................................................................................21
7. Kerangka Pemikiran........................................................................................................24
8. Hipotesis Penelitian........................................................................................................27

BAB III METODE PENELITIAN..........................................................................................28

1. Objek Penelitian..............................................................................................................28
2. Desain Penelitian............................................................................................................28
3. Variabel Penelitian dan Definisi ....................................................................................31
4. Variabel Dependen....................................................................................................31
5. Variabel Independen..................................................................................................32
6. Teknik Pengambilan Sampel..........................................................................................35
7. Teknik Pengumpulan Data.............................................................................................36
8. Jenis dan Sumber Data …………………………………………………………. 36
9. Pengumpulan Data ………………………………………………………………37
10. Teknik Analisis Data......................................................................................................37
11. Uji Validitas…..………………………………….....................................................37
12. Uji Reliabilitas……………………………………...................................................38
13. Analisis Persentase....................................................................................................38
14. Rentang Skala………………....................................................................................39
15. Selang Kepercayaan ….............................................................................................41
16. Skala Likert …….………………………………………………………………. 41
17. Penilaian Overall Fit ……………………………………………………………. 42
18. Penilaian Model Struktural …………………………………………………… 44
19. Path Diagram ……………………………………………………………………..46

BAB IV. HASIL ANALISIS DAN PEMBAHASAN……………………………………...49

1. Gambaran Umum Objek Penelitian……………………………………………49
2. Analisis Deskriptif……………………………………………………………..50
3. Uji Validitas……………………………………………………………… 50
4. Uji Reliabilitas………………………………………………………………52
5. Profil Responden……………………………………………………………53
6. Analisis Variabel……………………………………………………………55
7. Brand Distinctiveness…………………………………………………….55
8. Brand Prestige……………………………………………………………57
9. Consumer-Brand Identification………………………………………….58
10. Brand Loyalty……………………………………………………………59
11. Penilaian Model *Fit………………………………………………………………..*60
12. Analisis Hubungan Kausal dan Pengujian Hipotesis………………………62
13. Hasil Penelitian…………………………………………………………………65
14. Pembahasan…………………………………………………………………….66
15. Pengaruh Brand Distinctiveness terhadap Brand Loyalty………………….66
16. Pengaruh Brand Distinctiveness terhadap Consumer-Brand Identification…67
17. Pengaruh Brand Prestige terhadap Brand Loyalty………………………….67
18. Pengaruh Brand Prestige terhadap Consumer-Brand Identification………...68
19. Pengaruh Consumer-Brand Identification terhadap Brand Loyalty…………69

BAB V. KESIMPULAN DAN SARAN…………………………………………………….70

1. Kesimpulan………………………………………………………………………70
2. Saran……………………………………………………………………………..71

DAFTAR PUSTAKA………………………………………………………………………..73

LAMPIRAN………………………………………………………………………..77

**DAFTAR TABEL**

Tabel 2.1 : Penelitian Terdahulu I …………………………………………………………21

Tabel 2.2 : Penelitian Terdahulu II…………………………………………………………22

Tabel 2.3 : Penelitian Terdahulu III…………………………………………………………22

Tabel 2.4 : Penelitian Terdahulu IV…………………………………………………………23

Tabel 2.5: Penelitian Terdahulu V…………………………………………………………...24

Tabel 3.1 : Butir Pertanyaan Brand Loyalty…………………………………………………32

Tabel 3.2 : Butir Pertanyaan Brand Distinctiveness………………………………………….33

Tabel 3.3 : Butir Pertanyaan Brand Prestige…………………………………………………34

Tabel 3.4 : Butir Pertanyaaan Consumer-Brand Identification………………………………35

Tabel 3.5 : Rentang Skala……………………………………………………………………42

Tabel 4.1 : Responden yang Mengonsumsi Elmakko………………………………………..50

Tabel 4.2 : Pengujian Validitas Brand Distinctiveness………………………………………51

Tabel 4.3 : Pengujian Validitas Brand Prestige……………………………………………..51

Tabel 4.4 : Pengujian Validitas Consumer-Brand Identification…………………………….51

Tabel 4.5 : Pengujian Validitas Brand Loyalty…………………………………………… 52

Tabel 4.6 : Hasil Uji Reliabilitas…………………………………………………………….53

Tabel 4.7 : Persentas Responden Berdasarkan Jenis Kelamin……………………………….53

Tabel 4.8 : Persentase Responden Berdasrkan Usia………………………………………….54

Tabel 4.9 : Persentas Responden Berdasarkan Pekerjaan……………………………………54

Tabel 4.10 : Persentase Responden Berdasarkan Pendapatan per Bulan…………………….55

Tabel 4.11 : Skor Rata – Rata Brand Distinctiveness………………………………………..56

Tabel 4.12 : Skor Rata – Rata Brand Prestige………………………………………………..57

Tabel 4.13 : Skor Rata – Rata Consumer-Brand Identification……………………………..58

Tabel 4.14 Skor Rata – Rata Brand Loyalty…........................................................................60

Tabel 4.15 : Hasil Evaluasi Model Struktural……………………………………………….62

Tabel 4.16 : Pengaruh Antar Variabel……………………………………………………….64

Tabel 4.17 : Pengaruh Tidak Langsung Antar Variabel…………………………………… 65

Tabel 4.18 : Pengaruh Total Antar Variabel ………………………………………………...65

**DAFTAR GAMBAR**

Gambar 2.1 : Kerangka Pemikiran…………………………………………………………..27

Gambar 3.1 : Diagram Alur………………………………………………………………….49

Gambar 4.1 : Logo Elmakko…………………………………………………………………50

Gambar 4.2 : Hasil Pengujian Hipotesis……………………………………………………..63

**DAFTAR LAMPIRAN**

Lampiran 1…………………………………………………………………………………..77

1. Instrumen Penelitian…………………………………………………………………77

Lampiran 2………………………………………………………………………………….80

Frekuensi Data Responden……………………………………………………………..83

Lampiran 3 …………………………………………………………………………………88

Lampiran 4 ………………………………………………………………………………….89

1. Hasil Output…………………………………………………………………………89
2. Validitas (*Factor Loading* dan P – *Value*)………………………………………89
3. Reliabilitas (*Cronbach’s Alpha*)…………………………………………………89
4. Profil Responden…………………………………………………………………90
5. Persentase Responden Berdasarkan Usia…………………………………….90
6. Persentase Responden Berdasarkan Pekerjaan……………………………….90
7. Persentase Responden Berdasarkan Pendapatan per Bulan…………………91
8. Hasil Evaluasi Model Struktural (Model *Fit*)……………………………………91
9. Pengaruh Antar Variabel dan P – *Value*………………………………………….92