

## ABSTRAK

### ANALISIS PENGARUH BRAND AUTHENTICITY, PERCEIVED VALUE, DAN E-WOM TERHADAP BRAND LOYALTY MELALUI BRAND TRUST SEBAGAI VARIABEL MEDIASI

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Yogyakarta

2026

Penelitian ini bertujuan untuk menganalisis: (1) pengaruh langsung *brand authenticity* terhadap *brand loyalty*, (2) pengaruh langsung *perceived value* terhadap *brand loyalty*, (3) pengaruh langsung *e-WOM* terhadap *brand loyalty*, (4) pengaruh *brand authenticity* terhadap *brand loyalty* dengan dimediasi oleh *brand trust*, (5) pengaruh *perceived value* terhadap *brand loyalty* dengan dimediasi oleh *brand trust*, serta (6) pengaruh *e-WOM* terhadap *brand loyalty* dengan dimediasi oleh *brand trust*. Populasi dalam penelitian ini adalah konsumen Diagem Jewelry yang telah membeli produk Diagem Jewelry minimal dua kali dalam dua tahun terakhir. Teknik pengambilan sampel menggunakan metode *nonprobability sampling* dengan pendekatan *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah 120 responden. Data diperoleh melalui penyebaran kuesioner secara *online* menggunakan *Google Form*. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Squares* (PLS) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) *brand authenticity* berpengaruh secara langsung terhadap *brand loyalty*, (2) *perceived value* berpengaruh secara langsung terhadap *brand loyalty*, (3) *e-WOM* tidak berpengaruh secara langsung terhadap *brand loyalty*, (4) *brand authenticity* berpengaruh terhadap *brand loyalty* dengan dimediasi sebagian (*complementary-partial mediation*) oleh *brand trust*, (5) *perceived value* berpengaruh terhadap *brand loyalty* dengan dimediasi sebagian (*complementary-partial mediation*) oleh *brand trust*, (6) *e-WOM* berpengaruh terhadap *brand loyalty* dengan dimediasi penuh (*Indirect only-full mediation*) oleh *brand trust*.

Kata kunci: *brand authenticity*, *perceived value*, *e-WOM*, *brand trust*, *brand loyalty*.

**ABSTRACT**

**ANALYSIS OF THE EFFECT OF BRAND AUTHENTICITY,  
PERCEIVED VALUE, AND E-WOM ON BRAND LOYALTY  
THROUGH BRAND TRUST AS MEDIATION VARIABLE**

A Study on Consumers of Diagem Jewelry Bandung

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This study aims to analyze: (1) the direct effect of brand authenticity on brand loyalty, (2) the direct effect of perceived value on brand loyalty, (3) the direct effect of e-WOM on brand loyalty, (4) the effect of brand authenticity on brand loyalty mediated by brand trust, (5) the effect of perceived value on brand loyalty mediated by brand trust, and (6) the effect of e-WOM on brand loyalty mediated by brand trust. The population in this study consists of consumers of Diagem Jewelry who have purchased Diagem Jewelry products at least twice in the last two years. The sampling technique used was non-probability sampling with a purposive sampling approach. The sample used in this study was 120 respondents. The data were collected through online questionnaire distributed via Google Forms. The data analysis technique used in this study was Partial Least Squares (PLS) with the assistance of SmartPLS 4 software. The results of the study indicate that: (1) brand authenticity has direct effect on brand loyalty, (2) perceived value has direct effect on brand loyalty, (3) e-WOM does not have direct effect on brand loyalty, (4) brand authenticity affects brand loyalty with partial mediation (complementary-partial mediation) by brand trust, (5) perceived value affects brand loyalty with partial mediation (complementary-partial mediation) by brand trust, and (6) e-WOM affects brand loyalty with mediation (indirect-only/full mediation) by brand trust.

Keyword: brand authenticity, perceived value, e-WOM, brand trust, brand loyalty.