

ABSTRAK

**PENGARUH *CORPORATE IMAGE*, DAN *PERCEIVED VALUE*
TERHADAP *CONSUMER LOYALTY* MELALUI
BRAND TRUST SEBAGAI VARIABEL MEDIASI**

(Studi Pada Pasien Puskesmas Playen II Gunungkidul DIY)

Bobi Aditya Sanjaya
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2024

Penelitian ini bertujuan untuk mengetahui (1) pengaruh *corporate image* terhadap *consumer loyalty*, (2) pengaruh *perceived value* terhadap *consumer loyalty*, (3) pengaruh *corporate image* terhadap *consumer loyalty* melalui *brand trust* sebagai variabel mediasi, (4) pengaruh *perceived value* terhadap *consumer loyalty* melalui *brand trust* sebagai variabel mediasi. Populasi dalam penelitian ini adalah seluruh pasien dari Puskesmas Playen II. Pengambilan sampel menggunakan teknik *purposive sampling*, data yang didapatkan dari pembagian secara *online* melalui *google form* kepada 96 responden. Sampel responden dalam penelitian ini adalah pasien yang telah berobat di Puskesmas Playen II minimal sebanyak 2 kali, berusia minimal 17 tahun, dan responden berdomilisi di Gunungkidul DIY. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* (PLS) dengan menggunakan aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa: (1) *corporate image* berpengaruh terhadap *consumer loyalty*, (2) *perceived value* berpengaruh terhadap *consumer loyalty*, (3) *corporate image* berpengaruh terhadap *consumer loyalty* melalui *brand trust* yang memediasi secara sebagian, (4) *perceived value* berpengaruh terhadap *consumer loyalty* melalui *brand trust* yang memediasi secara sebagian.

Kata kunci: *Corporate Image, Perceived Value, Consumer Loyalty, Brand Trust*

ABSTRACT

**THE EFFECT OF CORPORATE IMAGE AND PERCEIVED VALUE
ON CONSUMER LOYALTY THROUGH BRAND TRUST
AS A MEDIATING VARIABLE**

(Study on Patients of Puskesmas Playen II Gunungkidul DIY)

Bobi Aditya Sanjaya
Management Study Program, Economics Faculty
Sanata Dharma University
Yogyakarta
2024

This research aims to investigate (1) the effect of corporate image on consumer loyalty, (2) the effect of perceived value on consumer loyalty, (3) the effect of corporate image on consumer loyalty through brand trust as a mediating variable, (4) the effect of perceived value on consumer loyalty through brand trust as a mediating variable. The population in this study are patients from Puskesmas Playen II. Sampling was done using purposive sampling type, the data was obtained from online distribution through google form to 96 respondents. The sample respondents in this study are patients who have been treated at Puskesmas Playen II at least twice, are at least 17 years old, and are domiciled in Gunungkidul DIY. The data analysis technique in this study is Partial Least Square (PLS) using the SmartPLS 4.0 application. The results of the study show that: (1) corporate image has an effect on consumer loyalty, (2) perceived value has an effect on consumer loyalty, (3) corporate image has an effect on consumer loyalty, that partial mediated by brand trust, (4) perceived value has an effect on consumer loyalty, that partial mediated by brand trust.

Keyword: Corporate Image, Perceived Value, Consumer Loyalty, Brand Trust