

**LEMBAR PERSETUJUAN**

**PENGARUH *BRAND COMPETENCEDAN BRAND CREDIBILITY* TERHADAP  
*TRUST IN BRAND* PADA PRODUK *SMARTPHONE* MERK *XIAOMI* DI  
PT. ISTANA SURYA BERKAH KOTA GORONTALO**

**SKRIPSI**


**OLEH**

**SITTY CHAIRUNNISYA**

**931416054**

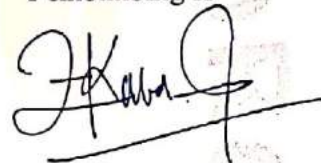
**Telah diperiksa dan disetujui untuk diuji**

**Pembimbing I**



**Tineke Wolok, SE., M.M**  
**Nip: 197305232006042002**

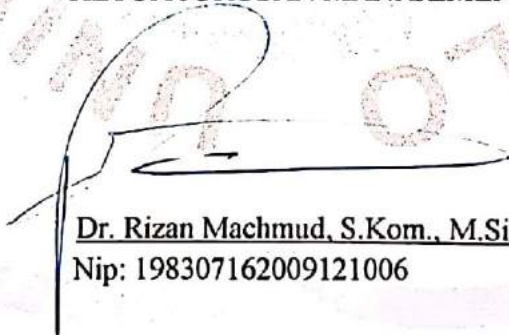
**Pembimbing II**



**Zulfia K. Abdussamad, SE., M.Si**  
**Nip: 197909252005012001**

**MENGETAHUI**

**KETUA JURUSAN MANAJEMEN**



**Dr. Rizan Machmud, S.Kom., M.Si**  
**Nip: 198307162009121006**

# LEMBAR PENGESAHAN SKRIPSI

PENGARUH BRAND COMPETENCE DAN BRAND CREDIBILITY TERHADAP TRUST IN BRAND  
PADA PRODUK  
SMARTPHONE MERK XIAOMI DI PT ISTANA SURYA BERKAH KOTA GORONTALO




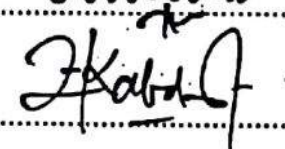
Oleh  
**SITTY CHAIRUNNISYA**  
NIM. 931416054

Telah dipertahankan di depan Dewan Penguji

Hari/Tanggal : Selasa, 26 Januari 2021  
Waktu : 15:00:00

### Penguji

1. Dr. RIZAN MACHMUD, S.Kom, M.Si  
NIP.198307162009121006
2. ANDI JUANNA, S.Pd.,M.Sc  
NIP.198411262010121004
3. TINEKE WOLOK, ST.,M.M.  
NIP.197305232006042002
4. ZULFIA K ABDUSSAMAD, S.E., M.Si  
NIP.197909252005012001

1.   
2.   
3.   
4. 

Mengetahui:

Dekan FAKULTAS EKONOMI



**Dr. MUHAMMAD AMIR ARHAM, M.E.**  
NIP. 197207252006041002

## ABSTRAK

**Sitty Chairunnisya. 931 416 054. 2020. Pengaruh Brand Competence Dan Brand Credibility Terhadap Trust In Brand Pada Produk Smartphone Merk Xiaomi di PT. Istana Surya Berkah Kota Gorontalo.** Skripsi Program Studi S1 Manajemen, Jurusan Manajemen, Fakultas Ekonomi. Universitas Negeri Gorontalo, dibawah bimbingan Ibu **Tineke Wolok, S.T.,M.M** selaku pembimbing 1 dan Ibu **Zulfia K Abdussamad, S.E.,M.Si** selaku pembimbing 2.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Brand Competence* dan *Brand Credibility* terhadap *Trust In Brand* Pada Produk Smartphone Merk Xiaomi di PT. Istana Surya Berkah Kota Gorontalo. Pengumpulan data dalam penelitian ini dilakukan dengan kuesioner. Adapun jumlah sampel sebanyak 100 orang konsumen. Analisis data dalam penelitian ini yakni analisis kuantitatif inferensial regresi berganda.

Hasil Penelitian menunjukkan bahwa (1) Brand competence berpengaruh positif dan signifikan terhadap trust in brand pada Smartphone merk Xiaomi di PT. Istana Surya Berkah Kota Gorontalo dengan nilai determinan sebesar 31,50%. Makna dari koefisien positif menunjukkan bahwa brand competence memberikan dampak yang baik dalam peningkatan trust in brand Smartphone merk Xiaomi. (2) Brand credibility berpengaruh positif dan signifikan terhadap trust in brand pada Smartphone merk Xiaomi di PT. Istana Surya Berkah Kota Gorontalo dengan nilai determinan sebesar 23,70%. Makna dari koefisien positif menunjukkan bahwa semakin baik brand credibility maka akan semakin tinggi pula Trust in Brand dari Smartphone merk Xiaomi di PT. Istana Surya Berkah Kota Gorontalo. (3) Brand competence dan brand credibility secara bersama-sama berpengaruh positif dan signifikan terhadap trust in brand pada Smartphone merk Xiaomi di PT. Istana Surya Berkah Kota Gorontalo dengan nilai determinan sebesar 55,20%. Sedangkan sisanya sebesar 44,80% dapat dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini seperti kualitas produk, harga, layanan purna jual, promosi dan faktor dari dalam diri konsumen. Sehingga dapat dikatakan bahwa adanya kemampuan yang baik dari brand competence dan brand credibility dalam meningkatkan trust in brand pada Smartphone merk Xiaomi di PT. Istana Surya Berkah Kota Gorontalo

**Kata Kunci:** *Brand Competence, Brand Credibility, Trust In Brand*

## ABSTRACT

**Sitty Chairunnisya. 931 416 054. 2020. *The Impact of Brand Competence and Brand Credibility on Trust in Brand in Xiaomi Smartphone Products at PT. Istana Surya Berkah in Gorontalo City.*** Undergraduate Thesis. Bachelor's Degree Program in Management, Department of Management, Faculty of Economics, State University of Gorontalo. The principal supervisor is **Tineke Wolok, S.T., M.M.**, and the co-supervisor is **Zulfia K. Abdussamad, S.E., M.Si.**

The research aims to find out the Impact of Brand Competence and Brand Credibility on Trust in Brand for Xiaomi Smartphone Products at PT. Istana Surya Berkah in Gorontalo City. The research data are collected by employing questionnaire, and 100 consumers are determined to be the research samples. The data analysis uses multiple regression-inferential quantitative analysis.

The research findings show that: (1) the brand competence impacts the trust in brand for Xiaomi Smartphone at PT. Istana Surya Berkah in Gorontalo City positively and significantly with a determinant value of 31.50%. The positive coefficient indicates that the brand competence owns a good impact in improving the trust in brand for Xiaomi Smartphone, (2) the brand credibility impacts the trust in brand for Xiaomi Smartphone at PT. Istana Surya Berkah in Gorontalo City positively and significantly with a determinant value of 23.70%. The positive coefficient indicates that the better the brand credibility, the higher the trust in brand for Xiaomi Smartphone at PT. Istana Surya Berkah in Gorontalo City, (3) the brand competence and brand credibility, simultaneously, impact the trust in brand in Xiaomi Smartphone at PT. Istana Surya Berkah in Gorontalo City positively and significantly with a determinant value of 55.20%. Meanwhile, the rest 44.80% can be elucidated by other variables excluded in this research such as product quality, price, after sales service, promotion, and internal factor of consumer. Therefore, it confirms the presence of good ability of brand competence and brand credibility in improving trust in brand for Xiaomi Smartphone at PT. Istana Surya Berkah in Gorontalo City.

**Keywords:** *Brand Competence, Brand Credibility, Trust in Brand*

