


# ANALISIS KEPERCAYAAN MEREK PADA KONSUMEN PT AUTOMOBIL JAYA MANDIRI YOGYAKARTA

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## Abstrak

Penelitian ini bertujuan untuk menganalisis kepercayaan merek pada konsumen PT. Automobil Jaya Mandiri Yogyakarta. Jenis penelitian ini merupakan penelitian deskriptif kuantitatif. Penelitian dilakukan di PT. Automobil Jaya Mandiri Yogyakarta Cabang Mlati, Sleman. Sampel penelitian ini dilakukan dengan pendekatan purposive sampling atau didasarkan pada kriteria tertentu dengan jumlah responden yang memenuhi kriteria sebanyak 77 responden. Data penelitian ini diperoleh melalui survei dengan membagikan kuesioner yang dibagi melalui *google form* untuk mengetahui persepsi responden mengenai kepercayaan yang didasarkan pada dua dimensi, yaitu: *Dimension of viability* (kepuasan dan nilai) dengan item KM1 dan KM2 dan *Dimension of intentionality* (keamanan dan kepercayaan) dengan item KM3, KM4, dan KM5. Data penelitian diuji secara statistik melalui Excel dan SPSS dengan tiga tahap, yaitu uji analisis statistik deskriptif, uji instrumen yang melibatkan uji validitas dan reliabilitas, dan uji rata-rata hitung. Hasil penelitian menunjukkan bahwa responden paling banyak berjenis kelamin laki-laki sebanyak 54 responden (70,1%), berusia 46 tahun sampai 60 tahun sebanyak 35 responden (45,5%), berpendidikan S1/S2/S3 sebanyak 34 responden (44,2%), bekerja sebagai wiraswasta sebanyak 39 responden (50,6%), dan berpendapatan 6 juta sampai 10 juta perbulan sebanyak 49 responden (63,6%). Sedangkan secara rata-rata variabel kepercayaan sebesar 3,99 (Setuju) dengan rata-rata hitung dimensi tertinggi yaitu *Dimension of viability* sebesar 4,05 (Setuju). Sedangkan yang paling rendah yaitu *Dimension of intentionality* dengan rata-rata sebesar 3,93 (Setuju).

**Kata Kunci:** *Dimension of Intentionality; Dimension of Viability; Kepercayaan Merek*

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## **ANALYSIS OF BRAND TRUST IN CONSUMERS OF PT AUTOMOBIL JAYA MANDIRI YOGYAKARTA**

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### **Abstract**

*This research aims to analyze brand trust among PT consumers. Automobil Jaya Mndiri Yogyakarta. This type of research was quantitative descriptive research. The research was conducted at PT. Automobil Jaya Mndiri Yogyakarta Mlati Branch, Sleman. This research sampling was carried out by using a purposive sampling approach or based on certain criteria with the number of respondents who met the criteria being 77 respondents. This research data were obtained through a survey by distributing questionnaires distributed via Google Form to determine respondents' perceptions regarding trust which was based on two dimensions, namely: Dimension of viability (satisfaction and value) with items KM1 and KM2 and Dimension of intentionality (security and trust) with items KM3, KM4, and KM5. The research data were tested statistically by using Excel and SPSS in three stages, namely descriptive statistical analysis tests, instrument tests involving validity and reliability tests, and arithmetic average tests. The results of the study show that the majority of respondents are male, 54 respondents (70.1%), 35 respondents (45.5%) aged 46 years to 60 years, 34 respondents (44, S1/Master/S3 graduates). 2%), work as entrepreneurs as many as 39 respondents (50.6%), and earn 6 million to 10 million per month as many as 49 respondents (63.6%). While the average trust variable is 3.99 (Agree) with The highest calculated average dimension is Dimension of viability of 4.05 (Agree), but the lowest is Dimension of intentionality with an average of 3.93 (Agree).*

**Keywords:** *Dimension of Intentionality; Dimension of Viability; Brand Trust*