

**PERSEPSI KONSUMEN MENGENAI PENERAPAN *BRAND IMAGE* DAN  
*BRAND TRUST* PADA PT BANK RIAU KEPRI SYARIAH CABANG  
RANAI KEPULAUAN RIAU**

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui Persepsi Konsumen Mengenai Penerapan *Brand Image* dan *Brand Trust* Pada Konversi Bank Riau Kepri Cabang Ranai Kepulauan Riau. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 100 responden konsumen *Brand Image* dan *Brand Trust*. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik pengujian data yang digunakan dalam penelitian ini meliputi uji validitas, uji reliabilitas dengan *Cronbach's Alpha*, dan *mean* aritmatik. Berdasarkan pada hasil akhir perhitungan *mean* aritmatik kedua variabel *Brand Image* dan *Brand Trust* responden menilai kepuasan dari *Brand Image* dan *Brand Trust*, hasil responden menilai *Brand Image* mendapatkan perolehan nilai sebesar 3,39 nilai tersebut tergolong kategori sangat setuju, nilai tertinggi dari indikator "Professional" yaitu 3,44 nilai tersebut tergolong kategori sangat setuju, sedangkan *Brand Trust* mendapatkan perolehan nilai sebesar 3,40 nilai tersebut tergolong kategori sangat setuju, nilai tertinggi terdapat di indikator "Demonstrate Concern" yaitu 3,48 nilai tersebut tergolong kategori sangat setuju. Hal tersebut menunjukkan bahwa keseluruhan indikator dari *Brand Image* dan *Brand Trust* pada PT Bank Riau Kepri Cabang Ranai sangat disetujui oleh nasabah.

**Kata Kunci:** *Brand Image*, *Brand Trust*

**CONSUMER PERCEPTIONS REGARDING THE APPLICATION  
OF BRAND IMAGE AND BRAND TRUST  
AT PT BANK RIAU KEPRI SYARIAH BRANCH RANAI RIAU ISLANDS**

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***Abstract***

*This study aims to determine the consumer's perception regarding the application of brand image and brand trust on the conversion of Bank Riau Kepri branch of Ranai Riau Islands. The method used in sampling is purposive sampling a number of 100 respondents of consumers of Brand Image and Brand Trust. Primary data collection is done by using a questionnaire method that has been tested for validity and reliability. Data testing techniques used in this study include validity test, reliability test with Cronbach's Alpha, and mean arithmetic. Based on the final results of the calculation of the arithmetic mean of the two variables of Brand Image and Brand Trust, respondents assessed the satisfaction of Brand Image and Brand Trust, the results of respondents assessed that Brand Image got a value of 3.39, this value is classified as strongly agree, the highest value is the indicator "Professional" namely 3.44, the value is classified as strongly agree, while Brand Trust gets a value of 3.40, the value is classified as strongly agree, the highest score is in the indicator "Demonstrate Concern", namely 3.48, which is classified as strongly agree. This shows that all indicators of Brand Image and Brand Trust at PT Bank Riau Kepri Ranai Branch are highly approved by customers.*

***Keyword: Brand Image, Brand Trust***

