

**Analisis pengaruh brand image dan brand identity partai golkar terhadap brand trust (studi pada voters di Jakarta) = Analysis influence brand image and brand identity golkar toward brand trust (a study of voters in Jakarta)**

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Abstrak

Tesis ini bertujuan untuk menguji dan menganalisis pengaruh antara masing-masing Brand Image dan Brand Identity terhadap Brand Trust, dan pengaruh antara Brand Image dan Brand Identity secara bersama-sama terhadap Brand Trust. Dengan berbagai konflik yang dihadapi oleh Partai Golkar, Brand Image dan Brand Identity Partai Politik mempengaruhi Brand Trust para voters. Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif Kuantitatif.

Hasil penelitian ini menunjukkan variabel Brand Image dan Brand Identity mempunyai pengaruh positif terhadap Brand Trust. Hasil analisa koefisien regresi berganda, Brand Image dan Brand Identity mempengaruhi Brand Trust.

.....The thesis aims to examine and analyze the relevant effect between Brand Image and Brand Identity toward Brand Trust, and the effect between Brand Image and Brand Identity simultaneously toward Brand Trust. With various conflict facing golkar, brand image and brand identity political parties affect brand trust of the voters .The methodology used in research is descriptive quantitative.

Result of this study shows variables of Brand Image and Brand Identity have positive effect toward Brand Trust. The analysis result of the multiple regression, Brand Image and Brand Identity affect Brand Trust.