

**KEPERCAYAAN MEREK MEMEDIASI PENGARUH CITRA MEREK  
TERHADAP KEPUASAN PELANGGAN SABUN PENCUCI  
PIRING MAMA LIME  
(STUDI KASUS DI KECAMATAN BULELENG)**

**Oleh  
Komang Tri Anggrayani, NIM 1917041066  
Jurusan Manajemen**

**Abstrak**

Tujuan penelitian ini mencari pengaruh (1) citra merek terhadap kepuasan pelanggan (2) citra merek terhadap kepercayaan merek (3) kepercayaan merek terhadap kepuasan pelanggan (4) citra merek terhadap kepuasan pelanggan yang dimediasi oleh kepercayaan merek. Masyarakat Kecamatan Buleleng pengguna sabun pencuci piring Mama Lime subjek dari penelitian ini. Sedangkan citra merek, kepuasan pelanggan dan kepercayaan merek merupakan objek penelitian. Kuantitatif kausal adalah rancangan penelitian yang digunakan dalam penelitian ini. Teknik pengumpulan data dalam penelitian ini adalah dengan kuesioner. Setelahnya data dianalisis menggunakan analisis jalur (*path analysis*). Hasil penelitian ini adalah (1) citra merek berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan (2) citra merek berpengaruh secara positif dan signifikan terhadap kepercayaan merek (3) kepercayaan merek berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan (4) kepercayaan merek mampu memediasi secara parsial pengaruh citra merek terhadap kepuasan pelanggan sabun pencuci piring Mama Lime studi kasus di Kecamatan Buleleng.

Kata-kata kunci: citra merek, kepercayaan merek, kepuasan pelanggan

**Abstrack**

*The purpose of this research is to find the effect of (1) brand image on customer satisfaction (2) brand image on brand trust (3) brand trust on customer satisfaction (4) brand image on customer satisfaction mediated by brand trust. The people of Buleleng Sub-District use Mama Lime dishwashing soap as the subject of this study. While brand image, customer satisfaction and brand trust are the objects of research. Quantitative causation is the research design used in this study. The data collection technique in this study was a questionnaire. After that the data was analyzed using path analysis (path analysis). The results of this study are (1) brand image has a positive and significant effect on customer satisfaction (2) brand image has a positive and significant effect on brand trust (3) brand trust has a positive and significant effect on customer satisfaction (4) brand trust is able to mediate partially, the effect of brand image on customer satisfaction of Mama Lime dishwashing soap is a case study in Buleleng District.*

*Keywords: brand image, brand trust, customer satisfaction*