

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis perkembangan bisnis *thrifting* saat ini dinilai sangat menarik dan mampu memberikan keuntungan yang signifikan karena memiliki pangsa pasar yang baik. Penelitian ini dilakukan pada Baper store di Jakarta yang merupakan salahsatu toko yang bergerak dalam bisnis *thrift* dengan memiliki kriteria produk spesifik untuk kalangan tertentu yang memiliki ketertarikan pada kegiatan *hiking*. Maka, baper store harus berupaya sebaik mungkin untuk dapat meningkatkan *customer loyalty* agar mampu bersaing dalam bisnis sejenis melalui *brand awareness*, *brand credibility*, *trust* dan *customer perceived value* sebagai faktor yang dianggap berpengaruh. Penelitian ini meneliti tentang faktor yang mempengaruhi *customer loyalty* thrift shop baper store dengan variabel *brand awareness*, *brand credibility*, *trust* dan *customer perceived value*. Populasi penelitian ini adalah pelanggan baper store serta sampel yang telah memenuhi kriteria sebanyak 60 responden dengan menggunakan pendekatan deskriptif kuantitatif. Pendekatan yang digunakan dalam penelitian ini adalah *Structural Equation Model* (SEM) dengan alat analisis Smart-PLS. Hasil penelitian ini menyatakan bahwa variabel *brand awareness* berpengaruh positif dan signifikan terhadap *customer loyalty*, *brand credibility* berpengaruh positif signifikan terhadap *customer loyalty*, *trust* berpengaruh positif signifikan terhadap *customer loyalty* dan *customer perceived value* berpengaruh positif dan signifikan terhadap *customer loyalty* thrift shop baper store.

**Kata Kunci** : *Brand Awareness, Brand Credibility, Trust, Customer Perceived Value, Customer Loyalty, Thrift Shop Baper Store.*

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## ABSTRACT

*This study aims to analyze the current thrifting business development which is considered very attractive and able to provide significant benefits because it has a good market share. This research was conducted at the Baper store in Jakarta which is one of the stores engaged in the thrift business with specific product criteria for certain groups who have an interest in hiking activities. So, baper stores must try their best to be able to increase customer loyalty in order to be able to compete in similar businesses through brand awareness, brand credibility, trust and customer perceived value as factors that are considered influential. This study examines the factors that influence customer loyalty thrift shop baper store with brand awareness, brand credibility, trust and customer perceived value variables. The population of this research is baper store customers and samples that have met the criteria are 60 respondents using a quantitative descriptive approach. The approach used in this study is the Structural Equation Model (SEM) with the Smart-PLS analysis tool. The results of this study state that the variable brand awareness has a positive and significant effect on customer loyalty, brand credibility has a significant positive effect on customer loyalty, trust has a significant positive effect on customer loyalty and customer perceived value has a positive and significant effect on customer loyalty thrift shop baper store.*

**Keyword** : Brand Awareness, Brand Credibility, Trust, Customer Perceived Value, Customer Loyalty, Thrift Shop Baper Store.

