ABSTRAK

Sekar Ayu Ningrum, NPM 71220312142, "Pengaruh Word Of Mouth Dan Brand Trust Terhadap Loyalitas Pelanggan Lentera Coffee Di Tanjung Morawa", dibimbing oleh Dr.Hj.Nilawati Nasti.S.E.,M.M sebagai pembimbing I dan Ilham Sonata S.E.,M.M sebagai pembimbing II, Skripsi : 2026.

Rumusan masalah penelitian ini adalah Apakah *Word Of Mouth* (WOM) berpengaruh terhadap loyalitas pelanggan Lentera Coffee di Tanjung Morawa, Apakah Brand Trust berpengaruh terhadap loyalitas pelanggan Lentera Coffee di Tanjung Morawa, Apakah *Word Of Mouth* (WOM) dan *Brand Trust* secara simultan berpengaruh terhadap loyalitas pelanggan Lentera Coffee di Tanjung Morawa. Dengan tujuan Untuk mengetahui dan menganalisis pengaruh *Word Of Mouth* (WOM) terhadap loyalitas pelanggan Lentera Coffee di Tanjung Morawa, Untuk mengetahui dan menganalisis pengaruh *Brand Trust* terhadap loyalitas pelanggan Lentera Coffee di Tanjung Morawa, Untuk mengetahui dan menganalisis pengaruh *Word Of Mouth* (WOM) dan *Brand Trust* secara simultan terhadap loyalitas pelanggan Lentera Coffee di Tanjung Morawa. Dalam Penelitian ini sampel yang digunakan sebanyak 100 responden. Dengan menggunakan teknik analisis data yaitu, Uji Validitas dan Reliabilitas, Uji Asumsi Klasik mencakup: Uji Normalitas, Uji Multikolinearitas, dan Uji Heteroskedastisitas, Uji Analisis Regresi Linier Berganda, Uji Hipotesis mencakup: Uji t dan Uji F, dan Uji Koefisien Determinasi (R^2).

Hasil penelitian ini menunjukkan bahwa: (1) *Word Of Mouth* berpengaruh positif dan signifikan terhadap loyalitas pelanggan Lentera Coffee di Tanjung Morawa, (2) *Brand Trust* berpengaruh positif dan signifikan terhadap loyalitas pelanggan Lentera Coffee di Tanjung Morawa, (3) *Word Of Mouth* dan *Brand Trust* berpengaruh positif dan signifikan terhadap loyalitas pelanggan Lentera Coffee di Tanjung Morawa.

Kata kunci: *Word Of Mouth*, *Brand Trust*, Loyalitas Pelanggan

ABSTRACT

Sekar Ayu Ningrum, NPM 71220312142, "The Influence of Word of Mouth and Brand Trust on Customer Loyalty of Lentera Coffee in Tanjung Morawa", supervised by Dr.Hj.Nilawati Nasti.S.E.,M.M as supervisor I and Ilham Sonata S.E.,M.M as supervisor II, Thesis: 2026.

The formulation of the research problem is whether Word of Mouth (WOM) influences the loyalty of Lentera Coffee customers in Tanjung Morawa, whether Brand Trust influences the loyalty of Lentera Coffee customers in Tanjung Morawa, whether Word of Mouth (WOM) and Brand Trust simultaneously influence the loyalty of Lentera Coffee customers in Tanjung Morawa. With the aim of knowing and analyzing the influence of Word of Mouth (WOM) on Lentera Coffee customer loyalty in Tanjung Morawa, To find out and analyze the influence of Brand Trust on Lentera Coffee customer loyalty in Tanjung Morawa, To find out and analyze the influence of Word Of Mouth (WOM) and Brand Trust simultaneously on Lentera Coffee customer loyalty in Tanjung Morawa. In this research, the sample used was 100 respondents. Using data analysis techniques, namely, Validity and Reliability Test, Classic Assumption Test including: Normality Test, Multicollinearity Test, and Heteroscedasticity Test, Multiple Linear Regression Analysis Test, Hypothesis Test including: T Test and F Test, and Coefficient of Determination Test (R2).

The results of this research show that: (1) Word of Mouth has a positive and significant effect on the loyalty of Lentera Coffee customers in Tanjung Morawa, (2) Brand Trust has a positive and significant effect on the loyalty of Lentera Coffee customers in Tanjung Morawa, (3) Word of Mouth and Brand Trust have a positive and significant effect on the loyalty of Lentera Coffee customers in Tanjung Morawa.

Keywords: Word Of Mouth, Brand Trust, Customer Loyalty