

## **ABSTRAK**

**Akhmad Faisal, NIM. 7183210040. Pengaruh Brand Name dan Security Terhadap Brand Trust Konsumen Traveloka di Kecamatan Medan Deli. Skripsi Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahun 2022.**

Penelitian ini bertujuan untuk mengetahui dan menjelaskan Pengaruh Brand Name dan Security Terhadap Brand Trust Konsumen Traveloka di Kecamatan Medan Deli. Populasi dalam penelitian ini adalah masyarakat Kecamatan Medan Deli yang menggunakan aplikasi Traveloka dengan jumlah sampel sebanyak 100 orang. Teknik pengumpulan data yang digunakan adalah observasi dan angket/kuesioner. Teknik analisis data yang digunakan adalah model regresi linear berganda dan pengujian hipotesis uji t, uji f dan koefisien determinasi yang sebelumnya data telah diuji menggunakan uji validitas, uji reliabilitas dan asumsi klasik, pengolahan data menggunakan SPSS 26.0 for windows.

Berdasarkan hasil penelitian uji hipotesis menunjukkan bahwa : 1) Brand Name berpengaruh positif dan signifikan terhadap Brand Trust Konsumen 2) Security berpengaruh positif dan signifikan terhadap Brand Trust Konsumen. Hasil analisis Adjusted R Square menyatakan bahwa Brand Name dan Security bersama-sama mempengaruhi Brand Trust Konsumen Traveloka. Dari hasil analisis ini dapat disimpulkan bahwa Brand Trust Konsumen Traveloka di Kecamatan Medan Deli dipengaruhi oleh Brand Name dan Security.

**Kata kunci : Brand name, security, brand trust**

## ***ABSTRACT***

**Akhmad Faisal, NIM. 7183210040. The Effect of Brand Name and Security on Traveloka Consumer Brand Trust in Medan Deli District. Thesis of Management Department, Faculty of Economics, Medan State University, 2022**

This study aims to determine and explain the influence of Brand Name and Security on Traveloka Consumer Brand Trust in Medan Deli District. The population in this study is the people who lived in Medan Deli District who use the Traveloka application with a sample of 100 people. Data collection techniques used are observation and questionnaires. The data analysis technique used are multiple linear regression model and hypothesis testing t test, f test and coefficient of determination which previously the data has been tested using validity test, reliability test and classical assumption, data processing using SPSS 26.0 for windows.

Based on the results of the research hypothesis testing shows that: 1) Brand Name has a positive and significant effect on Consumer Brand Trust 2) Security has a positive and significant impact on Consumer Brand Trust. The results of the Adjusted R Square analysis state that Brand Name and Security together affect Traveloka Consumer Brand Trust. From the results of this analysis, it can be concluded that Traveloka Consumer Brand Trust in Medan Deli District is influenced by Brand Name and Security.

**Keywords: Brand name, security, brand trust**