



**Analysis of eWOM Brand Credibility and Service Quality
on Customer Loyalty: A Study on Toyota Kijang Innova
Zenix**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

By:

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ABSTRACT

PURPOSE - This study aims to determine whether the independent variables of ewom, brand credibility and service quality affect brand loyalty with the object of research, namely Toyota Kijang Innova Zenix.

DESIGN/METHODOLOGY/APPROACH - This research uses quantitative methods. For data collection using google forms distributed to Toyota kijang innova zenix users in Jabodetabek. The research sample obtained 250 respondents and then processed the data using smart pls software v.3.2.9 and spss statistics v.26.

FINDINGS – The results of this research, the four hypotheses have been accepted in accordance with the theory in chapter two, ewom has a positive effect on brand trust, brand credibility has a positive effect on brand trust, service quality has a positive effect on brand trust and finally brand trust has a positive effect on brand loyalty.

ORIGINALITY VALUE – The results of this study successfully answered one independent variable as a differentiator, namely electronic word of mouth, which was not discussed in previous studies.

KEYWORDS - Electronic Word of Mouth, Brand Credibility, Service Quality, Brand Trust, Brand Loyalty