

Cronological Analysis of Brand Trust A Construct Proposition

Oleh:

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Penulis artikel ini menyadari bahwa upaya ini tidak mungkin dapat terselenggara tanpa bantuan berbagai pihak. Pada kesempatan ini, ingin disampaikan penghargaan dan terima kasih yang sebesar-besarnya kepada semua pihak yang tidak dapat disebutkan satu persatu yang telah banyak membantu kelancaran penyusunan modul ini. Kritik dan saran sangat membantu penyusun modul untuk perbaikan di masa mendatang. Akhir kata semoga artikel prosiding ini dapat menjadi masukan dan memberi manfaat bagi penelitian akademis dan praktis lainnya.

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BRAND TRUST: THE ANALYSIS ON CRONOLOGICAL DEFINITION

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ABSTRACT

“Brand trust” is the fundamental concept in customer relationship management. To make it understandable, both academics and practitioners conceptualise the term in the form of definition. However, the scholars define it differently and seems inconsistently. This fact has led to various perception and partial understanding on it. To help with this issue, around twenty five papers which contain or discuss on definitions, published in reputable journals are selected and examined. The journals are cronologically analysed by decades. Descriptive qualitative approach is used in this research. From literature investigation, it is found that although they have various definitions, the key words of them refer to the same words or similar meaning such as: confidence/confident, belief, willingness to rely on feeling of security. However, futher analysis suggests that cronologically, the definition of “brand trust” has been evolving and can be categorised into three phases. First, before the year of 1990, *brand trust* refers to personal relationship or between parties. Second, between 1991 to 2010 some authors define *brand trust* as personal relationship or parties and some others define brand trust as relationship between consumers and the brands. The last, between 2011-now, brand trust is defined as the relationship between consumers and the brand.

Key Words: *Brand Trust, Cronology, Definition*