ABSTRACT

This research aims to analyze the influence of the influence of brand characteristics, company characteristic, consumer - brand characteristic on brand loyalty through brand trust. The subject in this research that is consumers are using Pond's product. The object of this research is in Yogyakarta. The samples are 106 respondents chosen by using purposive sampling and using field survey as a technique data collection. The data analysis technique in this research was conducted using regression analysis with SPSS 16. Analysis of quality testing instrument data in this study using normality test, validity, and reliability testing. The hypothesis used t-test and determinant coefficient test. Based on the analysis results showed that brand reputation, brand competence, and trust in the company has positive significan influence on trust in a brand. Trust in brand also has positive significan influence on brand loyalty.

Keywords: Brand Characteristics, Company Characteristic, Consumer - Brand Characteristic, Brand Trust, and Brand Loyalty