

ABSTRACT

BUILDING BRAND LOYALTY THROUGH BRAND TRUST, BRAND CHARACTERISTICS AND CHARACTERISTICS OF CUSTOMER - BRAND RELATIONSHIP

(A Study on Face Powder Pixy Customer in Bandar Lampung)

By

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This study aimed to determine the effect of brand trust variables, brand characteristics, and characteristics of customer-brand relationship towards brand loyalty of pixy customers in Bandar Lampung. The type of this research was explanatory. This study used 100 customers who shopped at stockist pixy Bandar Lampung as samples. Analysis of the data in this study used the technique of Multiple Linear Regression testing tool SPSS 20. Hypothesis testing used R test, test and test F T.

Results of this study showed that simultaneously, brand trust, brand characteristics, and characteristics of customer-brand relationships have significant effect on brand loyalty. Partially, for the variable of brand trust and customer-brand relationships characteristics influence brand loyalty significantly, for brand characteristics variable has influence on brand loyalty but not significant.

Keywords: brand trust, brand characteristics, characteristics of customer-brand relationships.