

THE EFFECT OF BRAND COMMUNICATIONS, BRAND IMAGES AND TRUST IN BUILDING BRAND LOYALTY

(Case Study at PT Sanko Material Indonesia)

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ABSTRACT

This study aims to analyze the effect of brand communication on brand image, to analyze the influence of brand communication and brand image on brand trust and to analyze the influence of brand trust on customer brand loyalty PT. Sanko Material Indonesia. The population used in this study are all distributors or other business companies that are consumers of PT Sanko Material Indonesia, which number 250 companies. While the sample of this study was 160 respondents who were considered to have adequately represented the population studied. The sampling technique uses the Convenience Sampling method, which is a sampling method based on the convenience factor where the respondents happened to meet with the research at the survey location. The analytical model used in this study is descriptive analysis and analysis of Structural Equation Modeling with the AMOS 21 Program.

The results of the study found that found that: 1) Brand communication had a positive and significant effect on brand image. This result implies that the better brand communication carried out by PT. Sanko Material Indonesia, the better the brand image. 2) Brand communication have a positive and significant effect on brand trust. This means that the better brand communication, the more consumer confidence increases. 3) Brand image also has positive and significant effect on brand trust, as well as a positive and significant influence of brand trust on brand loyalty. This means that the better the brand image, the higher brand trust and the higher consumer confidence in the products of PT. Sanko Material Indonesia, the brand loyalty will increase.

Keywords : Brand Communication, Brand Image, Brand Trust, Brand Loyalty