

Abstract

This study aims to explore the effect of brand communication on brand image, the effect of brand communication on brand trust, the influence of brand image on brand trust and the influence of brand trust on brand loyalty. The contribution of this research is expected to be able to add information at the level of theory / scientific management of the organization and also positive managerial implications on the management of profit organizations. Referring to the results of previous research and empirical theory related to the learning process and organizational innovation, this study was designed to collect data by survey method by distributing questionnaires both directly and online questionnaires. The respondents of this study were selected using the random sampling method. The study was a quantitative study using the Structural Equation Model (SEM) method.

The findings of this study are first, the positive influence between brand communication on brand image, secondly there is a positive influence between brand communication on brand trust, thirdly there is influence of brand image on brand trust and finally there is a positive influence of brand trust on brand loyalty. The managerial implication of the research is that advertising and promotional communications really give positive value to consumers so that consumers become convinced of the marketed brand image, basically the brand image that is already embedded in the hearts of consumers will make them indirectly recommend the brand to friends and relatives.

Keywords: Brand communication, Brand image, Brand trust, Product loyalty