

ABSTRACT

HELMI OKI WULANDARI, *The Influence of Brand Identity and Brand Image to Brand Loyalty through Brand Trust (A Case Study on Consumers of Teh Botol Sosro at Pasar Baru, Tangerang)*. (Supervised by Abdurrahman).

This research aims to determine the influence of Brand Identity and Brand Image to Brand Loyalty through Brand Trust on The Botol Sosro. In this research, the independent variable is Brand Identity, while the intervening variables is Brand Image and Brand Trust and dependent variable is Brand Loyalty.

This study id conducted through field an quantitative cross sectional research. The questionnaire used in this study are using measuring instruments that were designed based on likert scale. The obtained data will then be tested for validity and reliability before it is processed further using equation modeling (SEM) analysis.

The results of this study indicate that brand identity is influence to brand image, that brand identity is influence to brand trust, that brand image is not influence to brand trust, and that brand trust is influence to brand loyalty.

Keywords:

Brand identity, brand image, brand trust, and brand loyalty