

ABSTRACT

THE EFFECT OF BRAND IMAGE AND BRAND TRUST ON CONSUMER LOYALTY YAMAHA MOTORCYCLES IN BANDAR LAMPUNG

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The purpose of this research was to find the effect of brand image and brand trust on consumer loyalty to Yamaha motorbikes in Bandar Lampung. The type of research used was quantitative research. The population selected in this research were all consumers who had purchased Yamaha motorbikes in Bandar Lampung, namely 2917. The sampling method used non-probability sampling. The total research sample was 150 respondents. The data analysis method used was the multiple linear regression analysis. The research result found that brand image and brand trust affected the consumer loyalty to Yamaha motorbikes in Bandar Lampung.

Keywords: Brand Image, Brand Trust, Consumer Loyalty.

