

## **ABSTRACT**

### **BRAND IMAGE, BRAND LOVE, AND BRAND TRUST ON BRAND LOYALTY THROUGH CUSTOMER SATISFACTION IN MILLENNIALS GENERATION OF COFFEE LOVERS**

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The coffee shop phenomenon has recently been filled with the millennial generation. The millennial generation is the term for the generation with group born between 1980 and 2000. The habits of the millennial generation make a generation prefer to hang out in cafes, do assignments, or just hang out with friends. Many coffee shops make the millennial generation able to continue to come to the coffee shop comfortably. The purpose of this study was to analyze the effect of brand image, brand love, and brand trust on brand loyalty through customer satisfaction. The research method used associative by using data analysis techniques Smart Partial Least Square (PLS 3.0). This study used a cluster purposive sampling technique using a sample of 100 millennial generation respondents at the coffee shop The Coffee and Dijou Coffee bar. The result of this study showed that the variables of brand image, brand love, and customer satisfaction partially had a significant effect on brand loyalty because consumers who had a positive image, brand love, and satisfaction with a brand are more likely to make purchases and even brand loyalty from consumers. without a strong and positive brand image. Furthermore, brand image, brand love, and brand trust had a significant effect on brand loyalty through customer satisfaction. It is because of consumers who already loved a product. The trust that consumers had made consumers want to buy a matched product that their expected (loyalty).

**Keywords: Brand, Image, Love, Trust, Loyalty, Customer Satisfaction**