

ABSTRACT

The purpose of this study to determine the effect of marketing communication and service quality in building brand loyalty through brand trust (study on Larissa users in Yogyakarta). The method of this research is purposive sampling. This study uses SEM analysis, using a sample of 150 respondents. Based on the results of this study showed (1) Marketing Communications have a positive and significant effect on Brand Loyalty (2) Quality of service has a positive and significant impact on Brand Loyalty (3) Brand Trust has a positive and significant impact on Brand Loyalty (4) brand trust mediate the effect of communication influence Positive and significant to brand loyalty (5) Brand trust mediate the effect of service quality has no positive and significant effect on brand loyalty

Keywords: Brand Communication, Service Quality, Brand Trust, Brand Loyalty.