

ABSTRACT

This research aims to know the empirical evidence regarding the influence of brand image on brand loyalty. Brand trust on brand loyalty. In addition, the influence of the brand image and brand trust on brand loyalty simultaneously. This research was conducted on consumers that visit the Waroeng Steak & shake Shake. The number of samples in the study 100 respondents. The sampling technique used was purposive sampling in which the samples are taken is based on certain criteria. As for his criteria was people who visited at the Waroeng Steak & shake at least 5 times a year. Method of data collection using the questionnaire is presented to visitors Waroeng Steak & shake. Waroeng Steak & shake related variables of brand image, brand trust and brand loyalty.

Based on the results of a multiple linear regression, the coefficient of determination, t-test and F-test showed that there is a positive and significant influence between variables brand image, brand trust, either simultaneously or partial towards brand loyalty. While most dominant variable in variable is brand loyalty of brand trust.

Keywords: brand image, brand trust, brand loyalty