

ABSTRACT

Nowadays, in the middle of this tight competitions, the company must be able to maximize the use of their resources effectively and efficiently, one of them is by creating and doing good imaging to influence customer's views about their products, through brand image. Indosat was nominated in the category of Telecommunication & IT alongside other leading companies in Asia by using research, listing, and ranking methods with a few parameters like brand image & perception, market innovation, product innovation, admiration, and brand loyalty, and was selected as Asia's Most Admired Brand of 2014-2015 for the Telecommunications company category. But the awards is not directly proportional to the number of users obtained by Indosat. The number of their customers constantly decreased over the last few years. They gained the revenue from the gain of foreign exchanges and from the sale of shares tower of Ooredoo group, not from the growth of business.

The objective of this research was to measure the rate of brand image, brand trust, and brand loyalty, and to test the positive influence of brand image and brand trust to brand loyalty of Indosat's customers in Economic and Business Faculty of Telkom University at Bandung.

Data were collected through questionnaires distributed to 97 respondents who use Indosat's products through face to face and also online (using google form and phone). The 97 valid data were analyzed by using SPSS 20.

The result showed that brand image, brand trust, and brand loyalty had high score that means customers have high good perception for variables. Based on the empirical result, brand image and brand trust has a significant positive effect on brand loyalty. Brand image and brand trust also contribute to explain the influence of the percentage of brand loyalty at 64,4%.

This research suggested to increase brand loyalty through increasing brand image and brand trust. Indosat is also expected to organize more CSR (Corporate Social Responsibility) activity or another social action.

Keywords: Brand Image; Brand Trust; Brand Loyalty