

***THE INFLUENCE OF BRAND TRUST INDIHOME TOWARDS
CUSTOMER LOYALTY IN BANDUNG***

ABSTRACT

The study entitled " The Influence Of Brand Trust Indihome Towards Customer Loyalty In Bandung" describes the quality of the product forming Indihome trust the brand in the minds of consumers.

These studies use quantitative methods of causal research. This research population is Consumers who are in the city of Bandung, totalling 100 people. The sampling techniques used i.e. Incidental Sampling with linear regression data analysis techniques of multiple.

The results of this research show that a positive and influential Brand Reliability significantly to customer loyalty Indihome, variable Brand Intention do not have significant influence towards customer loyalty Indihome and Brand Reliability and Brand Intention simultaneously positive and significant effect against customer loyalty Indihome in Bandung

Keywords: brand,brand trust, consumer loyalty.