

## **ABSTRACT**

*This study was conducted to determine the influence of brand image and brand trust on customer loyalty Adidas Paris Van Java (PVJ) Bandung. The purpose of this research is to know and analyze how the brand image on Adidas PVJ Bandung product, how brand trust on Adidas PVJ Bandung product, how customer loyalty on Adidas PVJ Bandung product, the influence of brand image and brand trust on customer loyalty Adidas PVJ Bandung partial or simultaneous.*

*This research uses quantitative method with descriptive-causality research. Sampling was conducted by non-probability sampling method with accidental sampling type, with 100 respondents, who had purchased Adidas product in Paris Van Java Bandung. Data analysis techniques used are descriptive analysis and multiple linear regression analysis.*

*Based on the result of hypothesis testing simultaneously, brand image and brand trust have significant effect to customer loyalty proved by  $F\text{-count} > F\text{-table}$  ( $55,862 > 3,09$ ) with significance level  $0,000 < 0,05$ . Based on the result of partial hypothesis test ( $t$  test) it is found that brand image and brand trust have significant effect to customer loyalty on Adidas Paris Van Java Bandung product. Based on the determination coefficient it is found that the influence of brand image and brand trust on customer loyalty is 53,5% and the rest of 46,5% influenced by other factors not examined in this research such as switching barrier, customer satisfaction and price perception.*

*The conclusion of this study, brand image and brand trust on Adidas Paris Van Java Bandung into the category very good, but there are some items that need to be improved such as Adidas product color selection, safety and comfort of Adidas products.*

**Keywords:** *Brand Image, Brand Trust, Customer Loyalty, Adidas*