

ABSTRACT

Technology is developing very rapidly, various activities carried out by humans are now using technology, one of which is buying and selling activities, where buying and selling activities are now carried out online, but even though the marketplace growth in Indonesia is high, there are still many people who do not use the marketplace due to low trust.

This research aims to determine the effect of brand image on the loyalty of existing marketplace consumers in Indonesia, the influence of brand trust on marketplace consumer loyalty that exists in Indonesia, the influence of brand image and brand trust on marketplace consumer loyalty in Indonesia.

The method of data collection in this study used a questionnaire with the number of respondents 385. Sampling using nonprobability sampling technique with a purposive sampling approach. The data analysis technique uses multiple linear regression.

The results showed that the brand image has a positive and significant influence on consumer loyalty on the marketplace in Indonesia partially because the value of t count $(8.306) > t$ table (1.966) then H_0 is rejected. Brand trust has a positive and significant influence on consumer loyalty on the marketplace in Indonesia partially because the value of t count is $9.414 > t$ table (1.966) then H_0 is rejected, brand image and brand trust have a positive and significant influence on consumer loyalty on the marketplace in Indonesia simultaneously due to f count $(306,912) > f$ table $(2,628)$, then H_0 is rejected.

Marketplace companies can improve services such as speeding up responses to problems, carrying out promises that have been given and providing good product recommendations, so consumers are highly committed to purchasing products, marketplace companies can continue to maintain and develop popularity and reputation, and shipping services that have owned, for further research it is expected to be able to use variables not included in this study such as product quality variables.

Keywords: *Brand Image; Brand Trust; Consumer Loyalty; Marketplace*