

## ABSTRACT

*The growth of the retail industry that continues to grow in Indonesia with the aim of meeting the daily needs of the people is increasingly favored by the Indonesian people, increasingly making competition in the retail industry tighter where retail companies must create a more diverse and attractive marketing strategy so that people choose the retail company compared to its competitors. One of the modern retail companies that exist in this industry is the YOGYA group. One of the strategies undertaken by YOGYA is to create a product with a brand from the company itself which is called a private label. The private label owned by the YOGYA group is called YOA. YOA has three types of lines, namely food, non-food and GMS. Products from YOA have many variations and have advantages in terms of economical prices compared to its tight competitors, namely national brands.*

*This research uses quantitative methods with a descriptive approach. Using non-probabililty sampling technique (accidental sampling) with a sample of 100 respondents. Data collection was carried out by distributing questionnaires to YOA product consumers at the YOGYA store, Jl. Sunda. The analytical method used is descriptive analysis and regression analysis using partial least square. Data processing was performed using SmartPLS 3.0 software.*

*This study found that brand trust, brand image, product quality have a positive and significant effect on brand loyalty, brand trust, brand image, product quality have a positive and significant effect on purchasing decisions, brand loyalty has a positive and significant effect on purchasing decisions and brand trust, image. brand, product quality has a positive and significant effect on brand loyalty through the purchase decision of YOA products in the city of Bandung. Based on the results of this study, it is recommended for YOGYA*

*Keywords: Brand Trust, Brand Image, Product Quality, Brand Loyalty, Purchase Decisions.*