

## **ABSTRACT**

*Changes in lifestyle and the rapid development of the cosmetic industry have caused consumers to be more selective in determining the brand or product to be used. Wardah is one of the leading cosmetic brands in Indonesia, however, the main thing that triggers consumer loyalty to Wardah is still dominated by halal labels, with intense competition in the cosmetics industry, many new brands have sprung up, not only local brands, but also the entry of foreign beauty brands. So it is important for Wardah to always increase customer loyalty. According to research, several factors that influence consumer loyalty are brand trust and product quality. Brand trust is a feeling of security or hope for a brand, while product quality is the ability of a product.*

*This research is a quantitative research with descriptive data analysis techniques and multiple linear regression analysis. The population in this study are people who use Wardah products, with more than two purchases. with the number of samples used 100 respondents.*

*The results indicate that descriptively, the variables of brand trust (X1), product quality (X2) and consumer loyalty (Y) are in the good category, with the final percentage values of 77%, 77% and 71% respectively. Based on the multiple linear regression analysis technique, it is known that, partially, the brand trust variable (X1) has no effect on the consumer loyalty variable (Y), the product quality variable (X2) significantly affects the consumer loyalty variable (Y), with an influence value of 42,3%. Simultaneously, the variable brand trust (X1) and product quality (X2) significantly affect consumer loyalty (Y) by 57.6%, with another 42.4% influenced by other factors not examined in this study.*

**Keywords :** *Brand Trust, Product Quality, Customer Loyalty*