

The organization admitted that the profitability can be more achievable by keeping the existing consumers and make them loyal to the company compare with having new consumers (Richard, 1998 in McIlroy and Barnett, 2000).

Wyeth Indonesia as an expert of kid's nutrition has 4 types of product for different stage of age. Milk formula for age 1-3 years old, named Procal Gold is the largest formula stage, with high degree of churn. User of 1-3 years old milk formula is characterized by high switching, as mother re-evaluate their choices. Therefore Wyeth must seek ways to retain loyalty in this group of age.

Recently there is an issue that some of milk formula is contaminated with entrobacter sakazaki bacterial, therefore brand trust is important for the consumer while they choose the brand of milk formula because mother doesn't want to put their kid in danger.

Factors hypothesized to influence trust in a brand include brand reputation, company reputation and consumer satisfaction. Respondents representing the consumer of Wyeth Procal Gold. The findings reveal that company reputation is relatively more important in their effects on brand trust. The results also show that trust in a brand is positively related to brand loyalty. Marketers should, therefore, focusing more in building company reputation in the development of trust in a brand and get brand's loyalty.

Keywords: reputation, satisfaction, trust, loyalty