

## ABSTRAKSI

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang berpengaruh pada *trust in brand* serta pengaruh *trust in brand* pada *brand loyalty* telepon genggam Blackberry di Yogyakarta.

Metode sampling yang digunakan adalah *non-probability sampling* dengan teknik *purposive sampling*. Metode pengumpulan data primer dengan kuesioner. Data primer yang digunakan dalam penelitian ini berjumlah 200 responden yang pernah dan masih menggunakan *handphone* merek Blackberry dengan menggunakan kuisisioner.

Alat analisis yang digunakan adalah metode analisis regresi berganda untuk melihat pengaruh *brand predictability*, *brand liking*, *brand competence*, *brand reputation*, dan *trust in the company* pada *trust in a brand* dan metode analisis regresi sederhana untuk melihat pengaruh *trust in a brand* pada *brand loyalty*.

Hasil penelitian menunjukkan adanya pengaruh positif *brand liking*, *brand competence*, *brand predictability*, *brand reputation*, dan *trust in the company* pada *trust in a brand* dan pengaruh positif *trust in a brand* pada *brand loyalty*.

**Kata kunci :** *brand predictability*, *brand liking*, *brand competence*, *brand reputation*, *trust in the company*, *trust in a brand*, *brand loyalty*, telepon genggam

## ABSTRACTION

This study aimed to examine the effect of the determining factors of trust in the brand and the effect of trust in the brand to brand loyalty Blackberry mobile phone in Yogyakarta.

The sampling method used is a non-probability sampling by purposive sampling technique. Methods of collecting primary data by questionnaire. The primary data used in this study were 200 respondents who ever and still use mobile phone blackberry brand.

The analytical tool used is multiple regression analysis to see the effect of brand predictability, brand liking, brand competence, brand reputation, and trust in the company on trust in a brand and a method of simple regression analysis to see the effect of trust in a brand on brand loyalty.

The results show the positive influence of brand liking, brand competence, brand predictability, brand reputation, and trust in the company on trust in a brand and a positive influence trust in a brand on brand loyalty.

**Keywords: predictability brand, brand liking, brand competence, brand reputation, trust in the company, trust in a brand, brand loyalty, mobile phones**