

ABSTRACT

This study aims to analyze the factors that influence brand trust honda which may be the most important problem of the field of marketing. The population in this study are people who buy fashion products online in the city of Palembang. Samples from this study are consumers who have bought online fashion products more than three times. Samples were determined based on purposive sampling method of 100 respondents. The test was performed using SPSS Ver 17. In this research have fulfilled the requirements of validity, reliability, normality test, multicollinearity, heteroscedasticity test and multiple regression analysis and F and t test. The result of this research shows that there are positive and significant customer-product, customer-brand, customer-other customer and brand trust.

Keywords: Customer-Product, Customer-Brand, Customer-Company, Customer-Other Customer and Brand Trust.