

## **ABSTRAK**

**Bergitha Maria Nova (07.2.028) Pengaruh Kepercayaan Merek Terhadap Loyalitas Merek Produk Sepatu Fladeo (dibawah bimbingan Ibu Lina, SE, M.Si).**

This study was to determine the effect of brand trust on brand loyalty FLADEO shoes. Researchers chose the city of Palembang as a research site. The data obtained by observation, by distributing questionnaires to 50 respondents who use the product FLADEO brand shoes. Brand trust is measured by the variable Brand Characteristic, Characteristic Company, Consumer-Brand Characteristic. Metode analysis used in this study was the Multiple Linear Regression analysis to determine whether there is a relationship between the effect of brand trust on brand loyalty FLADEO shoes. Based on the results of data analysis, there is a positive influence among the attributes of brand trust on brand loyalty, amounting to 0.84 or 84% variation FLADEO footwear brand loyalty is affected by the Consumer-Brand Characteristic while the remaining 16% are caused by variations that are not included in this study .

Keywords: Trust Marks, Brand Loyalty.