

## **ABSTRACT**

This Study aimed to examine the effect of brand image and brand trust on customer loyalty Tupperware. Population in this research is all costumer Tupperware in Palembang city. Samples on this reaseach is mothers who located in primary school. Sample using purposive sampling from 100 responden. Testing done use SPSS Ver. 21. This research has been qualified validity, reliability, normality test, multicolineary test, heterokedastisitas test, and multiple regression analysis and F test and T test. The result of this research show there are significant brand image and brand trust on customer loyalty.

Key Words : Brand Image, Brand Trust, and Customer Loyalty.