

SUMMARY

Mirza Arief. , 2013. *The Effect of Brand Trust and Brand Commitment to Brand Loyalty (Survey on Aqua Consumer in Penanggungan Village, Malang)*. Supervised by Dr. Imam Suyadi, M.Si and Sunarti, S. Sos, MAB.

This research is motivated by the idea that brand trust and brand commitment can influence the brand loyalty. The purpose of this study is to determine the effect of brand trust and brand commitment by partially or simultantly to brand loyalty.

The type of research in this study is explanatory research with quantitative approach which used a questionnaire research instruments that were distributed to 72 respondents who are the consumer of Aqua products in Penanggungan Village. Data processing is performed by using SPSS 13.0 software for windows. Instrument testing in this research used validity test and reliability test. And for the data analysis technique used descriptive analysis and multiple linear regression analysis. Multiple linear regression analysis was used because this study have more than two variables. This regression analysis was calculated by using F test, t test, and R² test.

Result of this research shows that brand trust and brand commitment partially have the effect by brand loyalty. By calculating used SPSS 13.0, for F test known that $F_{calculated} = 37,215 > F_{table} = 3,129$ by the significance value $F_{0,000} < 0,05$. By simultantly, known that brand trust and brand commitment have the significant effect by brand loyalty. Furthermore, F test, R² test known that the value of R Square is 0,519 which means that the value of independent variable to dependent variable is 51,9%.

Keywords : Brand Trust, Brand Commitment, Brand Loyalty, Brand.