ABSTRACT

This study aims to analyse the impact of product quality, product availability, brand image, brand communication and brand trust on brand loyalty from Viva Cosmetics users in Semarang City. The variables used in this study is product quality, product availability, brand image, brand communication as independent variables, brand trust as an intervening variable and brand loyalty as an dependent variable.

The population in this thesis are the users of Viva Cosmetics in Semarang City. The samples in this study were 200 respondents. This study uses analytical techniques of Structural Equation Modelling (SEM) with AMOS 24.0 as the analysis instrument.

The result show that product quality has positive and significant effect on brand trust, product availability has positive and significant effect on brand trust, brand image has positive and significant effect on brand trust, brand communication has no positive and significant effect on brand trust, and brand trust has positive and significant effect on brand loyalty.

Keywords: product quality, product availability, brand image, brand communication, brand trust, brand loyalty.