

ABSTRACT

This study aims to analyze the influence of brand communication and product quality towards brand trust that have an impact on the brand loyalty of moisturizer cream Pond's.

The sampling method used in this research is non-probability sampling with purposive sampling technique. Samples were collected from 100 woman respondents on Semarang who knows the information about Pond's Indonesia and had used Pond's Indonesia product. Analysis method used here is multiple regression analysis which includes validity test, reliability test, classic assumption test, multiple linear regression tests, f-test, determination test, hypothesis test (t statistic test), and Sobel test.

The result showed that brand communication and product quality has positive and significant influence toward the brand trust. While brand trust as the intervening variable has positive and significant influence toward the brand loyalty.

Keywords: *brand communication, product quality, brand trust, brand loyalty*