

ABSTRACT

This research aims to find the influence of brand evaluation, brand trust, and brand satisfaction on brand loyalty through brand relationship as intervening variable.

The study was conducted on consumers of Telkomsel's special fuel in Semarang city who have made a minimum purchase at least one year. The sampling method used non-probability notably purposive sampling. The data was collected through questionnaires. The samples used in this study was 100 respondents. The data collected were processed using analytical techniques a multiple regression analysis and sobel test.

The result showed that brand relationship as intervening variable mediate influence of brand evaluation, brand trust, and brand satisfaction on brand loyalty.

Keywords: brand evaluation, brand trust, brand satisfaction, brand relationship, brand loyalty.