

### ***ABSTRACT***

*This study was conducted to examine the effect of attractiveness and trustworthiness of the brand personality to improve brand image in the sanitary napkin brand Charm.*

*The sample of this research is a student of Faculty of Economics, University of Diponegoro, some 108 students.*

*Statistical Process Social Science (SPSS), is used to analyze the data. The analysis showed that the attractiveness and trustworthiness positive influence on brand personality to enhance brand image.*

*The empirical findings indicate that attractiveness has a positive effect on brand personality with the regression value of 0.499; trustworthiness positive influence on brand personality with the regression value of 0.206; brand personality has a positive effect on brand image with a regression value of 0.491.*

*Key words: attractiveness, trustworthiness, brand personality, brand image*