

ABSTRACT

This research was motivated by the increasingly intense competition among cellular operators in Indonesia. Each cellular operator competes in retaining customers or even competes in getting new customers. Specifically, this research reviewed the brand trust in Indosat IM3 which was measured through a variety of factors, such as the predictability of brand, brand competence, trust in the company, and preference which is the form factor of brand loyalty.

This study aimed to analyze the influence of predictability factor of the brand, brand competence, trust in the company, and brand preference to brand loyalty in Indosat IM3. The number of respondents involved in the study was 96 respondents, the method used is non-probability sampling, with the sampling technique was quota sampling. The data was collected by questionnaire spread. Methods of data analysis was performed by multiple linear regression using SPSS software.

The results of multiple linear regression test showed that the variable predictability of the brand did not significantly influence the brand loyalty in Indosat IM3 product of 0.100. Variable brand competence in this study also showed that no significant effect on brand loyalty Indosat IM3 product of 0.105. Meanwhile, the variables of trust to the company and brand preferences could show positive results and significant impact of brand loyalty in Indosat IM3 products which was amounting to 0.207 and 0.366, respectively.

Key words: brand trust, predictability of brand, brand competence, trust in the company, brand preferences, brand loyalty.