

ABSTRACT

This study aim to analyze the influence of the brand itself (brand characteristic), the manufacturer of the brand (company characteristic) and consumers (consumer-brand characteristic) of the brand loyalty of customers Starbucks Coffee in Semarang. The sample used in the study by 60 respondents. In this study the way of sampling using accidental sampling is sampling that is done by giving questionnaires to be filled to consumers who buy at Starbucks Coffee in the city of Semarang during the study period. The collected data were analyzed using Pearson Correlation to test the validity of question items, Cronbach's Alpha to test the reliability of the instrument, multiple regression analysis, to test the magnitude of the effect of independent variables were tested by t test to test and prove the effect of partially each independent variable.

The results of this study indicate that all variables be it's own brand (brand characteristic), the manufacturer of the brand (company characteristic) and consumers (consumer-brand characteristic) has positive and significant impact on interest in college, while for the study of each independent variable, also to influence a positive and significant impact on customer brand loyalty variables Starbuck Coffee in Semarang.

The conclusion of this study are each independent variable was whether the brand itself (brand characteristic), the manufacturer of the brand (company characteristic) and consumer (consumer-brand characteristic) has a positive and significant impact on brand loyalty variables. Suggestions can be found to progress in the future, are as follows: (1). The result may provide information to the company as a contribution to thought and consideration in addressing issues relating to the Trust in a Brand in Brand Loyalty influence. (2). For other researchers who want to examine the Trust in a Brand, is expected to take the other independent variables outside of this study that affect the Trust in a brand such as variable customer satisfaction.

Keywords: brand loyalty, trust in a brand.