

ABSTRACT

This study aims to determine whether the brand reputation, brand competence, and brand liking affect trust in brand in windows phone Nokia consumer at Surabaya and analyze the most dominant factor in influencing the trust in brand in windows phone Nokia consumer at Surabaya.

The population in this study are the users and ex-users of windows phone Nokia in Surabaya. Samples taken were 96 respondents. Data was collected using a survey method through questionnaires filled out by consumers. Then the data obtained by using multiple linier regression analysis.

Based on the results of the study, obtained the regression equation : $Y = 0.248 X_1 + 0.323 X_2 + 0.359 X_3$, based on statistical data analysis, brand liking variables have the most effect on trust in the brand that is the regression coefficient of 0,359. Followed by a brand competence with regression coefficient of 0,323. And the variable brand reputation have least influence on trust in a brand is with regression coefficient of 0,248. Then though the F Test can be seen that the independent variables feasible to test the dependent variable (trust in brand). Figures Adjusted R Square of 0,657 indicates that 65,7% trust in brand can be explained by brand reputation, brand competence, and brand liking. While the rest of 34,3% is explained by other variables that are not described in this study.

Keywords : Brand Reputation, Brand Competence, Brand Liking, Trust in Brand