

ABSTRACT

The purpose of this study, among others, is to determine and describe the effect of word of mouth on brand awareness and brand trust on brand awareness of Jamkrindo Insurance. To find out and describe the influence of word of mouth, brand trust and brand awareness on the interest in using Jamkrindo Insurance.

The population in this study is the companies that use the financial services product Surety Bond Jamkrindo (Indonesian Credit Guarantee) Cilacap Work Unit, amounting to 118 companies. Where the population is at the same time the sample in this study. The data used are primary data using a questionnaire. As for data analysis using linear regression.

Based on the research results, it is found that Word of mouth has a positive effect on brand awareness. Brand trust has a positive effect on brand awareness. Word of mouth has a positive effect on the interest in using Jamkrindo insurance. Brand trust has a positive effect on the interest in using Jamkrindo insurance. Brand awareness has a positive effect on the interest in using Jamkrindo insurance. Brand Awareness intervenes the influence of Word Of Mouth on interests. Brand Awareness intervenes the influence of brand trust on interest.

Keywords: word of mouth, brand trust, brand awareness and interest