

ABSTRACT

This study aims to build a conceptual model that will be used to analyze the variables which are used to determine consumer brand trust in the body shop beauty products. The body shop is a beauty product that uses natural ingredients in its manufacture. The sample in this study were consumers who have used the body shop products from the vulnerable age of 15 - 35 years.

This study used a sample of 138 respondents with a purposive sampling method with data collection techniques using a questionnaire. This research is a quantitative research with the analysis technique used to analyze data using Structural Equation Modeling (SEM) using the AMOS program.

Based on data analysis, the results obtained are 4 hypotheses accepted and 1 rejected, namely (1) brand communication has a positive relationship with brand image; (2) brand image has a positive relationship with brand personality; (3) brand communication is not positively related to brand trust; (4) brand image has a positive relationship with brand trust; (5) brand personality has a positive relationship with brand trust.

Keywords: Brand Communication, Brand Image, Brand Personality, Brand Trust