ABSTRAC

Shoka tiar Natalia. 2010.The Analysis Consumer Infolvement And Impact On Brand trust Yamaha Mio, Surveys On the Dealer PT. JayaMandiri GemaSejati Cibereum Bandung ".
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PT JayaMandiri GemaSejati Cibereum Bandung is the authorized dealer of Yamaha, which is engaged in the retail sale of automotive vehicles, especially motorcycles with the brand Yamaha. Yamaha motor matic issue is Yamaha Mio. What is now very widely known by consumers. So that consumers are involved directly with the brand Yamaha Mio. High consumer involvement will be more information brand, which brand is the most important thing for consumers, then directed consumers have greater motivation to focus any brand that consumers trust. So from this study is to investigate the influence of consumer involvement on brand trust.

This research uses descriptive method with quantitative approach. With the unit of analysis of consumer involvement and trust the brand. Respondents who used as many as 100 respondents using probability sampling Sample Sample Random sampling manner. The analysis method is simple linear regression analysis, correlation analysis, coefficient of determination analysis, and hypothesis testing using t test

From the results of data analysis using SPSS 13.0 for windows, showed that consumer involvement memberiakn influence is strong enough for 52.8% of consumer involvement on Yamaha Mio brand trust on the Dealer Page. Echoes of True Cibereum JayaMandiri Bandung, and the remaining 47.2% is the influence of other factors not examined in this research such as quality, price, consumer satisfaction, consumer loyaliatas.

Keyword: Consumer Involvement (X), Brand Trust (Y).