ABSTRACT

The Impact Of Trust In Brand Loyalty Brand In Asia-Pacific ZTE R & D Training Center Bandung, By: Charry Trie Hartandi, Nim: 21206091, Under the Guidance Raeny Dwisanty, SE., M.Si, Thesis Department of Management Faculty of Economics, University Computer Indonesia of Bandung in 2010.

Competition competing for consumers in the telecommunications business had increased, as more training centers in emerging reality of competitive telecommunications is a telecommunication training centers must work as hard as possible to attract consumers from other training centers. Thus build trust in a brand in the eyes of consumers and the public, can affect the decision to trust a brand that generate brand loyalty.

The purpose of this study are: (1) to assess the opinions of respondents about the influence of trust in a brand on the customer ZTE Asia Pacific R & D Training Center, Bandung, (2) to assess the opinions of respondents about the impact of brand loyalty in customers ZTE Asia Pacific R & D Training Center, Bandung, (3) to find out the opinions of respondents about how big the impact of brand trust on brand loyalty in customers ZTE R & D Asia Pacific Training Center, Bandung.

This research uses descriptive and verification methods. Source of data used in this study are primary and secondary data. Data collection methods used were using the test validity and reliability test. Selected population of consumers ZTE R & D Asia Pacific Training Center in Bandung, using samples of 95 persons, with the technique of taking a simple random sampling. Analytical methods in data processing using the Product-Moment Correlation Pearson, Method of Succesive Interval (MSI), Coefficient of Determination and Draft Test of Hypothesis.

Results showed that trust in a brand has a positive relationship to brand loyalty is with correlation equal to 0.707 and when seen in the table of correlation coefficients (table 4:31) has a strong degree of relationship. While the impact of brand trust in brand loyalty by 50.04%, which was measured by using the formula coefficient of determination. Calculation results obtained by testing the hypothesis that t is bigger than t table (9.651> 1.99), then Ho is rejected and thus have a significant impact between the influence of trust in a brand to brand loyalty with the direction of a positive relationship. Thus it can be concluded that the higher the brand loyalty of brand trust will be higher as well.

Keywords: Trust In Brand, Brand Loyalty