

ABSTRACT

Nowadays, it has many influences on the lifestyle of a society that has no limits. Its influence has an impact on the changing needs and consumption patterns of the community. The existence of busy work and other busy activities make the time to pay attention to healthy eating patterns according to the jargon from the government since 1995 popularized by Prof. Poerwo Soedarmo, the first professor of nutrition in Indonesia, which is 4 healthy 5 perfect which includes healthy food 4 containing side dishes, staple foods, vegetables, fruits, and perfected by milk.

The purpose of this study was to determine how the influence of brand image, brand awareness and brand trust on customer loyalty. This research uses a quantitative approach by collecting data through survey methods. The population in this study are consumers who consume condensed sweet fries flag with a long time. The sampling technique uses a purposive sampling method with criteria for sweetened condensed users who have bought the product. Samples amounted to 100 respondents with data collection techniques using a questionnaire. Data analysis techniques in this study used descriptive analysis techniques and multiple linear regression.

The results of this study indicate that: (1) Variable Brand Image (X1) has a t count (1.987) > t table (1.985) and a significance level of 0.095 > 0.05, then H0 is accepted. (2) Variable Brand Awareness (X2) has a t count (2.571) > t table (1.985) and a significance level of 0.012 > 0.05, then H0 is accepted. (3) Variable Brand Trust (X3) has a t count (6.163) < ttable (1.985) a significance level of 0.000 < 0.05, then H0 is rejected. Therefore, it can be concluded that partially Brand Image (X1) and Brand Awareness (X2) have no effect on Loyalty while Brand Trust (X3) has a significant effect on Loyalty (Y). The influence of Brand Trust on Sweet Loyalty Product Loyalty includes a positive influence which means the higher the value of Brand Trust the higher the Consumer Loyalty and vice versa, the lower the value of Brand Trust the lower the Consumer Loyalty.

Key Words: *brand image, brand awareness, brand trust, consumer loyalty.*