

ABSTRACT

Wardah is a pioneer of beauty products with halal ingredients in Indonesia and has received a halal certificate from the Majelis Ulama Indonesia (MUI). Wardah was founded by Nurhayati Subakat in 1995 under the auspices of PT Paragon Technology & Innovation (PTI). The consumptive behavior of the Indonesian people also affects their loyalty to a brand, including Wardah. Cosmetics consumers often change cosmetic brands for various reasons. This is what affects their level of loyalty to a brand because they always try and move to other brands and there is no loyalty to the Wardah brand.

This research was conducted to determine the effect of brand image and brand trust on brand loyalty to Wardah customers. The purpose of this study was to determine and analyze how brand image and brand trust in Wardah, as well as the magnitude of the influence of brand image and brand trust simultaneously and partially on brand loyalty to Wardah.

This research uses quantitative research methods with descriptive and associative causal research types. The sampling technique used in this study is a non-probability sampling technique with purposive sampling type, with a total of 100 respondents. The data analysis technique used descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis, all variables used by the researcher, namely brand image, brand trust and brand loyalty, have overall results in good categories. The results of multiple linear regression analysis, brand image and brand trust variables simultaneously have a positive effect on Wardah's brand loyalty variable. The magnitude of the influence of brand image and brand trust together is 57.4% on brand loyalty and the remaining 42.6% is influenced by other factors not examined in this study. Partially, brand image and brand trust variables have a positive and significant effect on brand loyalty.

Keywords: *Brand Image, Brand Loyalty, Brand Trust, Wardah*