

## **ABSTRACT**

*The development of the business world, which in this era is very rapid, causes companies to have to face stiff competition, in order to survive in the competition. Manufacturers are led to pay more attention to the needs and desires of consumers and be able to identify their competitors. Companies must also have a special strategy to survive. One of them pays attention to customer loyalty to the brand. This study aims to determine the effect of cognitive factors and experiential factors on brand loyalty through brand trust to consumers of PT. Erha, Natasha, and London Beauty Center and to find out Importance Performance Analysis cognitive factors, experiential factors and brand trust on brand loyalty to PT. ERHA, Nastasha, London Beauty Center.*

*The research method used in this study is a quantitative research method by distributing questionnaires to respondents. The population studied in this study were consumers of PT. ERHA, NATASHA, LONDON BEAUTY CENTER, totaling 100 respondents. The data analysis method used in this research is Importance Performance Analysis and Structural Equation Model (SEM) using Partial Least Square (PLS). The results of this study indicate that there is a significant influence between cognitive factors on brand trust and brand loyalty at PT. ERHA, NATASHA, LONDON BEAUTY CENTER. There is an effect of experiential factors on brand trust and brand loyalty at PT. ERHA, NATASHA, LONDON BEAUTY CENTER, but in the NATASHA company there is no effect on the experiential factor on brand loyalty.*

*In the results of the Importance Performance Analysis (IPMA) PT. ERHA produces cognitive factor, experiential factor and brand trust variables which are very important in increasing brand loyalty and performance value. In the NATASHA company, the variables of cognitive factor, experiential factor and brand trust have a very important role in increasing brand loyalty and performance value. Furthermore, the LONDON BEAUTY CENTER company produces cognitive factor variables, experiential factors and brand trust which have a very important role in increasing brand loyalty and performance value.*

*Keywords: importance performance analysis, brand trust, brand loyalty*