

ABSTRACT

Evidence from several previous studies states that poor innovation in the eyes of customers and low price value are indicative of a poor brand image and this can also affect customer trust. Other research states that customers will not be able to maintain trust with companies that do not innovate or meet their expectations. Therefore, the purpose of this study is to examine the effect of brand image on Telkomsel customer trust to examine the effect of service innovation on customer trust and Price Value on customer trust.

According to Andy's research, Brand Image and Service Innovation have a significant effect on customer trust and according to Venkatesh's research Price Value has a significant effect on customer trust.

In this study, the instrument used was a questionnaire. The scale used in the research instrument is an ordinal scale using the Likert method. The research design used to analyze and interpret data is verification analysis, to measure quantitative data and hypothesis testing, namely by using the Partial Least Square (PLS) equation model. This analysis can analyze the correlation between latent variables by finding how far the data distribution of each variable is using the bootstrap technique so that no normal distribution is required.

The results of this study state that of the 6 brand image indicators have a significant effect on Telkomsel customer trust where the results are 78.4% brand image variable indicators affect the customer trust variable, the results of 8 service innovation indicators state that 73.96% of service innovation variables affect customer trust variables and the results of 3 price value indicators state that 74.31% of price value variables affect Telkomsel customer trust variables.

The results state that, the better the brand image, service innovation, and price value built by the organization, the better customer trust will be. Likewise, on the contrary, the worse the brand image, service innovation and price value owned by the organization, the worse customer trust will be. In this study concluded that brand image, service innovation and price value have a significant influence on customer trust so that this research creates a similarity from previous research where the theoretical implications of previous research can be applied to the same issues. In addition, the results state that the better or not the service innovation implemented by the organization will not affect customer trust.

Keywords : Brand Image, Service Innovation, Price value, Customer Trust