

ABSTRACT

The development of the bag industry is now growing with more and more choices tailored to consumer lifestyles. From 2023 to 2030 the bag industry will increase. Even now, every year in Indonesia has increased by 10%. The Torch.id brand is one of the brands that continues to strive to carry out strategies to be able to make the Torch.id brand a preference. This study aims to determine the role of brand communication, brand image, brand trust, and perceived value in building brand preference. This research uses quantitative methods using the application of SEM PLS 3.0. The population in this study are followers and also buyers of the Torch.id brand within the last 1 year, with the sampling method using purposive sampling technique with a total sample of 400 respondents. In this study, the data analysis technique used was using a questionnaire which was then processed in the SEM PLS application. The results of this study explain that Brand Communication, Brand Image, Brand Trust, and Perceived Value have a positive effect with a t -statistic > 1.94 as well as an influence value of 66.3%. With the remaining 33.7% can be influenced by other variables such as Brand Equity, and Brand Identity.

Keywords : Brand Communication, Brand Image, Brand Trust, Perceived Value, Brand Preference