

ABSTRACT

This study aims to analyze the influence of Brand Image, Brand Trust, and Customer Satisfaction on Brand Loyalty at Solaria restaurant. A quantitative approach with a descriptive method was employed. Data were collected through questionnaires distributed to 400 Solaria consumers and analyzed using IBM SPSS Statistics 30. The analysis included validity and reliability tests, descriptive analysis, classical assumption tests, multiple linear regression, and hypothesis testing using t-test and F-test. The results indicate that Brand Image, Brand Trust, and Customer Satisfaction have a positive and significant influence, both partially and simultaneously, on Brand Loyalty. These findings highlight the importance of brand perception, trust, and customer satisfaction in building consumer loyalty.

Keywords: *Brand Image, Brand Trust, Customer Satisfaction, Brand Loyalty, Solaria Restaurant.*