

ABSTRAK

Penelitian ini bertujuan untuk menguji Pengaruh *Brand Communication* dan *Brand Image* Terhadap *Brand Loyalty* Dimediasi *Brand Trust* Studi Pada Minuman Coca-Cola di Kota Jambi. Penelitian ini menggunakan metode deskriptif kuantitatif dengan analisis *Partial Least Square* (PLS). Subjek penelitian ini adalah konsumen yang membeli minuman Coca-cola di Kota Jambi. Teknik sampling yang digunakan adalah *purposive sampling* . jumlah sampel yang digunakan dalam penelitian ini berjumlah 92. Hasil penelitian ini menunjukkan bahwa *brand communication* tidak berpengaruh terhadap *brand loyalty*, *brand communication* berpengaruh positif dan signifikan terhadap *brand trust*, *brand image* berpengaruh secara positif dan signifikan terhadap *brand loyalty*, *brand image* berpengaruh secara positif dan signifikan terhadap *brand trust*, *brand trust* berpengaruh secara positif dan signifikan terhadap *brand loyalty*, *brand communication* tidak berpengaruh terhadap *brand loyalty* walaupun telah dimediasi *brand trust* dan sebaliknya *brand image* berpengaruh secara positif dan signifikan terhadap *brand loyalty* dengan dimediasi *brand trust*. Saran yang diberikan untuk perusahaan Coca-cola di Kota Jambi untuk menarik konsumen terus membeli produk adalah meningkatkan media untuk melakukan komunikasi dengan cara lain seperti menggunakan konten creator dimedia sosial dan melakukan kegiatan sponsorship, tetap mempertahankan citra yang baik dimasyarakat, mempertahankan kualitas produk, dan tetap menjadi minuman pilihan bagi konsumen.

Kata kunci : *brand communication, brand image, brand trust, brand loyalty*

ABSTRACT

This study aims to examine the effect of Brand Communication and Brand Image on Brand Loyalty Mediated by Brand Trust Studies on Coca-Cola Drinks in Jambi City. This study uses a quantitative descriptive method with Partial Least Square (PLS) analysis. The subjects of this study were consumers who bought Coca-cola drinks in Jambi City. The sampling technique used was purposive sampling. The number of samples used in this study totalled 92. The results of this study indicate that brand communication has no effect on brand loyalty, brand communication has a positive and significant effect on brand trust, brand image has a positive and significant effect on brand loyalty, brand image has a positive and significant effect on brand trust, brand trust has a positive and significant effect on brand loyalty, brand communication has no effect on brand loyalty even though it has been mediated by brand trust and on the other hand brand image has a positive and significant effect on brand loyalty mediated by brand trust. The advice given to Coca-cola companies in Jambi City to attract consumers to continue to buy product is to increase media to communicate in other ways such as using content creators on social media and conducting sponsorship activities, maintaining a good image in the community, maintaining product quality, and remaining the drink of choice for consumers.

Keyword : brand communication, brand image, brand trust brand loyalty