

ABSTRACT

Titus Desvinarto Hawiryantho, *Analysis of Brand Trust towards Brand Loyalty of Blackberry Handphone in Palembang.*
(under the guidance of Lina, SE, M.Si)

The research was made in Research In Motion (RIM) company which moved in communication, namely Blackberry handphone. The purpose of this study was to know about the effect of brand characteristic, characteristic company, customer brand characteristic towards brand loyalty of Blackberry handphone in Palembang. This study is a survey. Sampling techniques of this study i was purposive sampling criteria: Minimum age 17 years and using the HP Blackberry. The samples in this study were 100 respondents. The results of this study indicate that the variable Characteristics brand, its characteristics, and the characteristics of the customer brand have a great effect towards brand loyalty namely 80,2%.

Keywords: brand trust, brand characteristics, company characteristics, customer brand of characteristics and brand loyalty.