# *ABSTRACT*

Florine Alexandra / 22150253 / 2019 */ The Effect of Brand Image and Brand Trust on Shopee E-commerce Consumer Loyalty / Advisor Drs, Brastoro, M.M.*

*Increasingly sophisticated technology brings various facilities both in transportation, information, education, and then shopping. Buying and selling transactions of goods and services no longer have to occur physically, but can also occur in cyberspace. Business behavior can utilize the internet to reach consumers. Business activities that utilize this technology are referred to as e-commerce. With e-commerce, anyone can carry out sales and purchase transactions anytime, anywhere. E-commerce is currently very easy for us to meet our needs. No doubt shopping via online has become the main choice for the community.*

*Brand image and brand trust is an overall impression of the performance given by Shopee. In this study using three main variables, namely brand image, brand trust and customer loyalty.*

*The purpose of this study was to determine the effect of Shopee brand image and Shopee brand trust on Shopee E-commerce consumer loyalty. The study population was taken as many as 137 respondents. While the sample collected was 119 respondents who had shopped at Shopee using the Judgment Sampling sampling technique. Data analysis techniques used in this study are the results of multiple regression analysis. The results of this study indicate that brand image and brand trust influence consumer loyalty in E-commerce Shopee.*

*The research shows that brand image has no significant positive effect and brand trust has a significant positive effect on consumer loyalty. This indicates that the better the brand trust is given will increasingly increase Shopee consumer loyalty. While the brand image has no significant positive effect there is no relationship to consumer loyalty because Shopee e-commerce is a place to buy and sell a product that has a variety of brands and Shopee does not have its brand product.*

*The conclusion of this study is the brand image and brand trust variables are proven to affect consumer loyalty by the theory and previous research.*

*Keywords : Brand Image, Brand Trust, and Consumer Loyalty*