

## **ABSTRACT**

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### **THE EFFECT OF TRUST ON BRAND LOYALTY AT STARBUCKS IN SUN PLAZA MEDAN**

(xiv + 66 pages; 4 figures; 35 tables; 10 appendices)

Increasingly fierce competition has become a challenge as well as threat to businesses. One of the strategies that can be implemented is to create a consumer-oriented marketing strategy that simultaneously establishes brand loyalty. Increasing trust is one of the marketing strategies that can be applied to enhance brand loyalty. The purpose of this research is to analyze the influence of trust on brand loyalty in Starbucks Sun Plaza Medan. In this research, data were collected through questionnaires from 100 Starbucks' customer in Sun Plaza Medan as respondents. Then, the results of the data analysis obtained are the proceeded in the form of quantitative analysis by utilizing the SPSS 20 program, which include the validity test, reliability test, normality test, coefficient of correlation test, coefficient of determination test, and simple linear regression test, which is followed by the hypothesis test.

The result of this research concluded that trust does affect brand loyalty in Starbucks Sun Plaza Medan. Furthermore, the hypothesis test also concluded that trust have a positive and significant effect on brand loyalty in Starbucks Sun plaza Medan.

**Key Words: Marketing, Trust, Brand Loyalty, Starbucks Sun Plaza Medan**

References: 28