

**PENGARUH *QUALITY OF PRODUCT*, dan *BRAND IMAGE* ,  
TERHADAP *CUSTOMER TRUST* SERTA IMPLIKASI PADA  
*CUSTOMER LOYALTY* (STUDI PADA PELANGGAN AIR MINUM  
DALAM KEMASAN AQUA DI KECAMATAN GENUK)**

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *Quality Of Product* terhadap *Customer Loyalty* air minum dalam kemasan AQUA di Kecamatan Genuk? 2) Bagaimana pengaruh *Brand Image* terhadap *Customer Loyalty* air minum dalam kemasan AQUA di Kecamatan Genuk? 3) Bagaimana pengaruh *Customer Trust* terhadap *Customer Loyalty* air minum dalam kemasan AQUA di Kecamatan Genuk? 4) Bagaimana pengaruh *Quality Of Product* terhadap *Customer Trust* air minum mineral merek Aqua di Kecamatan Genuk? 5) Bagaimana pengaruh *Brand Image* terhadap *Customer Trust* air minum dalam kemasan AQUA di Kecamatan Genuk?. Responden dalam penelitian ini adalah Mengonsumsi air minum mineral merek AQUA lebih dari 1 tahun sejumlah 100 responden

Metode penelitian yang digunakan adalah penelitian *explanatory research* dengan pendekatan kuantitatif karena menjelaskan hubungan antara variabel-variabel dengan menggunakan kuesioner sebagai alat dalam pengumpulan data untuk mengungkap data Kualitas produk, citra merek, *Customer Trust* terhadap loyalitas pelanggan. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier dengan menggunakan alat bantu software SPSS versi 22.

Hasil dari penelitian ini menunjukkan bahwa *Quality Of Product* , *Brand Image* terbukti berpengaruh positif pada peningkatan *Customer Trust*. *Quality Of Product* , *Brand Image* , dan *Customer Trust* mempunyai pengaruh positif dan signifikan terhadap *Customer Loyalty* . *Customer Trust* mampu memediasi hubungan *Quality Of Product* dan *Brand Image* terhadap *Customer Loyalty* .

**Kata kunci :** *Quality Of Product* , *Brand Image* , *Customer Trust*, *Customer Loyalty* .

**PENGARUH *QUALITY OF PRODUCT*, dan *BRAND IMAGE* ,  
TERHADAP *CUSTOMER TRUST* SERTA IMPLIKASI PADA  
*CUSTOMER LOYALTY* (STUDI PADA PELANGGAN AIR MINUM  
DALAM KEMASAN AQUA DI KECAMATAN GENUK)**

***ABSTRACT***

*This study aims to determine: 1) the effect of Quality of Product on Customer Loyalty of bottled AQUA drinking water in Genuk District? 2) How does Brand Image influence Customer Loyalty in AQUA bottled drinking water in Genuk District? 3) How is the influence of Customer Trust on Customer Loyalty of bottled AQUA drinking water in Genuk District? 4) What is the effect of Quality of Product on Customer Trust of Aqua brand mineral drinking water in Genuk District? 5) What is the effect of Brand Image on the Customer Trust of AQUA bottled water in Genuk District ?. Respondents in this study were consuming AQUA brand mineral water for more than 1 year totaling 100 respondents*

*The research method used was an explanatory research study with a quantitative approach because it explained the relationship between variables using a questionnaire as a tool in data collection to reveal data on product quality, brand image, Customer Trust on customer loyalty. The analysis technique used in this study is linear regression analysis using SPSS software version 22.*

*The results of this study indicate that Quality of Product, Brand Image is proven to have a positive effect on increasing Customer Trust. Quality of Product, Brand Image, and Customer Trust has a positive and significant impact on Customer Loyalty. Customer Trust is able to mediate the relationship of Quality of Product and Brand Image to Customer Loyalty.*

*Keywords: Quality of Product, Brand Image, Customer Trust, Customer Loyalty.*