

## **ABSTRACT**

This study aims to know and analyze the influence of brand experience, brand personality and brand community to brand loyalty with brand trust as a variable intervening on Oriflame products .. The population is the consumer who ever bought the product Oriflame in Semarang, with the number of samples of 100 respondents. The sampling technique used in this research is convenience sampling or convenience .. The analysis tool is path analysis, where previously tested the validity and reliability as well as the classical assumption test.

Test results show that brand experience, brand personality and brand personality proved to have a significant positive effect on brand trust and brand loyalty. Brand trusts have a positive influence on brand loyalty. Brand trust can be an intervening variable between brand experience and brand personality toward brand loyalty. Brand trust can be an intervening variable between brand community towards repurchase meaning higher brand community, the more consumers can strengthen the understanding of its members due to high trust to Oriflame brand, so that will increasingly increase customer loyalty to the brand.

Keywords: Brand experience, brand personality, brand community, brand trust brand loyalty