

***THE INFLUENCE OF BRAND IMAGE ON CONSUMER LOYALTY  
MEDIATED BY BRAND TRUST ON MATTE WARDAH LIPSTIC PRODUCTS  
(Case study on Wardah matte lipstick consumers in Tambakrejo Village, Jombang  
District)***

**ABSTRACT**

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*This study aims to explain the role of brand trust in mediating the relationship of brand image with consumer loyalty. The study was conducted in the city of Jombang with a total sample of 100 respondents using Wardah matte lipsticks. Samples were determined using accidental sampling, with a purposive sampling technique. The data analysis technique used is descriptive analysis. The results showed that all hypotheses were accepted. Brand image has a positive and significant effect on brand trust, brand image has a positive and significant effect on customer loyalty, brand trust has a positive and significant effect on customer loyalty, brand trust has a positive and significant effect in mediating the relationship between brand image and consumer loyalty.*

***Keywords: brand image, brand trust, and customer loyalty***