ABSTRACT

This study aims to 1) To determine the *brand image* on *brand loyalty*. 2) To determine *brand trust* on *brand loyalty*. This study uses an explanatory method which is carried out through data collection in the field. The assumptions used in this study are variables that can be measured using respondents' responses to questionnaires, the population of production employees at *smartphone* Samsung In Jombang City and a sample of 96 employees

Based on the results of the study showed that 1) high work stress can reduce *brand lmage*. 2) *brand trust* can improve *brand loyalty*.

Keywords: brand image, brand trust,brand loyalty