

ABSTRACT

***Abstract:** The objective of this study is to examine the influences of brand image, brand trust and brand communication on brand loyalty of PT. Tribhakti Inspektama clients in Indonesia. The number of respondents sampled was 115 respondents. These respondents were sampled by using the nonprobability sampling technique. The instruments to collect the data were collected by using an online questionnaire. The Method to analyse the data was by using multiple regression analysis. The results showed that brand image, brand trust and brand communication have positive and significant influences on brand loyalty of the clients of PT. Tribhakti Inspektama. Therefore, PT. Tribhakti Inspektama needs to give particular attention to brand image, brand trust, and brand communication to create brand loyalty of the clients. This is important to improving the company's strength to get repeat orders and reduce the company's burden to find new clients.*

***Keywords :**Brand Image, Brand Trust, Brand Communication, Brand Loyalty*