**Pengaruh Citra Merek Dan Kepercayaan Terhadap Loyalitas Konsumen Ajinomoto Di Kota Padang**

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Abstrack

*Ajinomoto is the one of food company wich seasoning product with umami concept there is five basic flavor after sweat, salty,acid and bitter. In this case, at Indonesia ajinomoto the has long been competi with brand flavor of other companies such as sasa and royco. Purposed of this research is to examine the impact of brand image and trust of consumer loyalty of ajionomoto. The population of this research is all consumer that buying ajionomoto ,sample of this reasarch is the consumers who buying the seasoning of ajinomoto. The technical sampling is purposive sampling. The method of the research by using descriptif analysis and multiple regression analysis. The impact result of this research is show that brand image and trust is founded positive and significant on consumen loyalty.*

***Keyword*** *: brand image, trust, consumen loyalty*