

ABSTRACT

Empirical research is intended to identify and explain the influence of perceived quality, brand image and brand trust McDonald's brand loyalty.

The population in this study are all consumers who ever ate at McDonald's. Used as a sample of 150 respondents. The sampling technique in this research is convenience sampling. The variables used in this study perceived quality, brand image and brand loyalty. Analysis of the data in this study using SEM software AMOS LISREL.

The result showed that there was a positive and significant influence partially on the influence of perceived quality, brand image and brand loyalty to the brand trust McDonald's.

Keywords: *perceived quality, brand image, brand trust, brand loyalty*