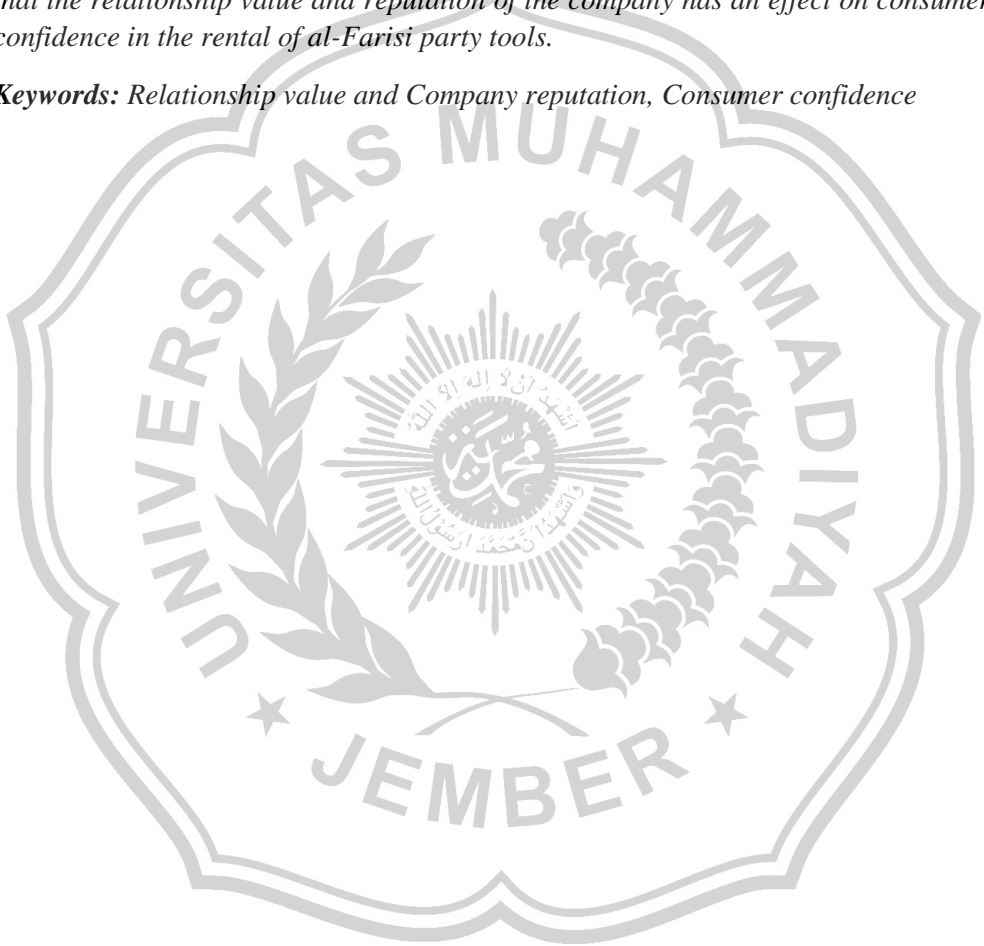# ABSTRACT

This research aims to test and analyze the analysis of relationship value and reputation of the company to consumer confidence in the party tools of Al-Farisi. This type of research is causal associative. The population in this study is people who have rented in the rental of al-Farisi party tools. The sample used as many as 100 respondents. Analysis tools use multiple linear regressions. The results prove that the relationship value and reputation of the company has an effect on consumer confidence in the rental of al-Farisi party tools.

Keywords: *Relationship value and Company reputation, Consumer confidence*

ABSTRACT

Penelitian ini bertujuan untk menguji dan menganalisis analisis *relationship value* dan reputasi perusahaan terhadap kepercayaan konsumen persawaan alat-alat pesta Al-Farisi. Jenis penelitian ini asosiatif kausal. Populasi dalam penelitian ini yaitu orang yang pernah menyewa di persewaan alat-alat pesta Al-Farisi. Sampel yang digunakan sebanyak 100 responden. Alat analisis menggunakan regresi linier berganda. Hasil penelitian membuktikan bahwa *relationship value* dan reputasi perusahaan berpengaruh singnifikan terhadap kepercayaan konsumen persewaan alat-alat pesta Al-Farisi.

Kata kunci: *Relationship value* dan Reputasi perusahaan, Kepercayaan konsumen