

### **ABSTRACT**

*This study aims to analyze and provide empirical evidence on customer's loyalty of "Bintang helm" the audience in accordance with the prescribed criteria. The question in this study is whether the content of the price competitiveness, personal selling and merchandising can influence the consumer's loyalty. In this study, data were collected through questionnaire method against 100 respondents were customers of Bintang Helm using purposive sampling technique.*

*The model developed in this study consists of three independent variables are the price competitiveness, personal selling and merchandising, and one dependent variable customers loyalty. The method of analysis used is the analysis of quantitative and qualitative analysis using multiple linear regression analysis with SPSS. This analysis includes: the validity and reliability, the classic assumption test, multiple regression analysis, hypothesis testing via t test and F test, and the coefficient of determination (R<sup>2</sup>).*

*The results from this research are merchandising variable has the positive influence and be significant to consumer's loyalty, competitiveness price variable have the positive influence but it isn't be significant to consumer's loyalty, personal selling variable have the negative influence and it isn't be significant to consumer's loyalty. From regression test, get the result:  $Y = 0.36X_1 - 0.90X_2 + 0,800X_3$ . The result of F value, get the significant value equals 0,000. So, this regression model is good enough be used to measure the consumer's loyalty. It is 55.5% of dependent variable that can be explained by three of independent variable.*

*Keywords: customer's loyalty, price competitiveness, personal selling, Merchandising, helmet.*