

ABSTRACT

This study aims to determine whether the price, brand image, distribution, and quality of product affect brand loyalty in GT Radial consumer at Jakarta and analyze the most dominant factor in influencing brand loyalty in GT Radial consumer at Jakarta.

The population in this study are the users of GT Radial in Jakarta. Samples taken were 75 respondents. Data was collected using a survey method through questionnaires filled out by consumers. Then the data analyzed by using multiple linier regression analysis.

Based on the results of the study, obtained the regression equation : $Y = 0,216 X_1 + 0,220 X_2 + 0,277 X_3 + 0,271 X_4$, based on statistical data analysis, distribution has the most effect on brand loyalty that is the regression coefficient of 0,277. Followed by a quality of product with regression coefficient of 0,271, brand image with regression coefficient of 0,220. And price has least influence on brand loyalty with regression coefficient of 0,216. Individually (by t test), variable brand reputation, brand competence, brand liking and was shown to significantly affect the dependent variable (trust in the brand). Then though the F Test can be seen that the independent variables feasible to test the dependent variable (Brand Loyalty). Figures Adjusted R Square of 0,595 indicates that 59,5% brand loyalty can be explained by price, brand image, distribution, and quality of product. While the rest of 40,5% is explained by other variables that are not described in this study.

Keywords : Price, Brand Image, Distribution, Quality of Product, Brand Loyalty