

ABSTRACT

This research was conducted at CV. Tjahyono Abadi Glade Fragrance Distributor in Kudus. Glade Fragrances total quantity of sales shows that there is a decrease from quarter IV-VIII in 2013-2014. This study aims to provide empirical evidence whether Brand Image and Product Quality influence on Brand Preference and Loyalty Consumer Interests.

The sample was Consumer Glade Fragrances in Kudus numbered 400 people. Data analysis method used is quantitative analysis using multiple linear regression analysis.

The results showed that the Brand Image and Product Quality Brand Preference positive effect on the regression coefficients $Y1 = 0.405 X1 + 0.329 X2$. While Brand Image, Product Quality and Brand Preference positive effect on interest Consumer Loyalty with regression coefficients $Y2 = 0,658 X1 + 0,083 X2 + 0,206 Y1$.

Keywords: Brand Image, Product Quality, Brand Preference, and Loyalty Interests