ABSTRACT

This study is aimed to analyze and provide empirical evidence about product excellence and the effects of community influence on attitude towards brand and customer loyalty.

This research uses a multiple linear regression method with SPSS 16 for windows software. The population is the people as consumer beef satay foodstall in Pak Kempleng 1 Semarang. The number of samples are 100 respondents and the sampling method is accidental sampling.

The result showed that excellence product and community effect have positive and significant impacts on attitude towards brand. Further attitude towards brand, the excellence product and community effect have also positive and significant impacts on customer loyalty. The most dominant variable of model 1 is the excellence product, while for model 2, attitude towards brand is the highest influence on customer loyalty.

Keywords : product excellence, community effect, attitude towards brand, customer loyalty