

## **ABSTRACT**

*This research is motivated by the emergence of inter-brand competition between old brand and the emergence of various new brands that enliven market competition, especially for cellular card product categories. Remember today, mobile is a requirement that the goods can not separated from everyday social life certainly cause increasingly strong competition between mobile operators to attract attention of consumers to want to use and remain loyal to the brand them. Specially, this study reviews the effort made by Indosat IM3 to maintain customer loyalty with factor to optimize are customer satisfaction, pricing, promotion, and quality services, such as through the fourth factor Indosat IM3 attempt encourage customers to remain loyal to wear IM3 product. Now, this research question is “what factors influence satisfaction customers, price, promotion, product and service quality on Indosat card IM3 can effect brand loyalty on Indosat IM3?”. This study specially examining factors of customer satisfaction, price, promotion, and quality service. The purpose of this research is analyzing these four factors influence brand loyalty Indosat IM3 card.*

*Through the questionnaire method by using the quota sampling technique of the 80 respondents who use the card IM3 Indosat. Whereas population of respondents in this study were students Regular II Faculty of Economics Diponegoro University, Semarang. Where the variable Brand Loyalty, Customer Satisfaction, Price, Promotion, and Quality Service. Hypothesis testing using t test showed that examined four independent variable found to significantly Brand Loyalty affect the dependent variable. Then through the F test can be seen that all the independent variables are eligible for Brand Loyalties dependen test variables. Figures Adjusted R Square of 0,705 percent indicates that 70,5 percent of the variation Brand Loyalty can be explained by the four independent variables in the equation regression. While the remaining 29,5 percent is explained by variables other than in the four variables used in this study.*

**Keywords :** *Brand Loyalty, Customers Satisfaction, Price, Promotion, Quality Service*