

ABSTRACT

Current condition of business competition becomes more intense, every company should be able to survive, and continue to grow. One important thing that has to be done and considered by every company is to maintain existing customers and continue to work on new potential customers, so they won't move to another company.

The objectives in this study are as follows: analyzing the influence of *brand image* on *brand loyalty* PT. Indosat GSM prepaid card, analyzing the influence of *service quality* on *brand loyalty* PT. Indosat GSM prepaid card, analyzing the influence of *perceived value* on *brand loyalty* PT. Indosat GSM prepaid card.

This study uses explanatory research type. Target in this study is the 17th year's old customer who lives in Semarang and has used PT. Indosat product for more than 2 years. Then, 100 people taken as sample and non-random sampling technique is used. Analysis tools used are validity test, reliability test, classic assumptions test, multiple regression analysis, hypothesis test, coefficient determination.

Based on the research conducted, the following conclusions can be made: *brand image* significantly influences on *brand loyalty* by customers, it means that if the *brand image* is more strategic, the *brand loyalty* will increase; *service quality* significantly influences on *brand loyalty* by customers, it means that if *service quality* is better, the *brand loyalty* will increase. *Perceived value* significantly influences on *brand loyalty* by customers, it means that if the *perceived value* is increasing, the *brand loyalty* will increase. Value of coefficient determination (*Adjusted R Square*) is equal to 0.702 or 70.2%, means contribution of the *brand image* variables (X1), *service quality* (X2) and *perceived value* (X3) on *Brand loyalty* (Y) and the remaining 29.8% is influenced by other factors.

Keywords: Brand image, Service Quality, Perceived value, Brand loyalty