

ABSTRACT

Tolak Angin Sido Muncul appears as a brand for herbal products that managed to rank first for Top Brand Index (TBI) for three consecutive periods. However, this achievement was not immediately obtained and achieved by the legendary modern herbal products. Promotional activities and product icon images offered several times failed to maintain customer loyalty. These findings were then used as a basis in this study to conduct research related to consumer loyalty.

Empirical models were developed using five variables that include trust, promotion and image of product icon as exogenous variable, re-buying interest as mediator and loyalty variable as endogenous variable. Data related to the variables studied were obtained through interviews using a questionnaire to the Tolak Angin Sido Muncul's customers. To prove the influence of variables, the data obtained are then analyzed by using statistical approach of Structural Equation Modeling (SEM).

The result of statistical analysis that has been done in this study shows that trust is proven to have a significant positive effect on repurchase interest, the promotion is proved to have a significant positive effect on repurchase interest, the product icon image clearly proved to have a significant positive effect on the buying interest and interest real repurchase proved to have a significantly positive effect on loyalty.

Keywords: *trust, promotion, product icon image, repurchase interest, loyalty*