ABSTRAK

Primerrizal Gilbran Muhammad Farghob (2015). Pengaruh *Brand Image* terhadap Loyalitas Konsumen pada *Clothing* Peter Says Denim (Survei pada Konsumen Peter Says Denim di Kota Bandung).

Tujuan penelitian ini adalah untuk; 1) mengetahui tanggapan pelanggan terhadap *brand image* Peter Says Denim, 2) mengetahui loyalitas konsumen Peter Says Denim, dan 3) membuktikan seberapa besar pengaruh *brand image* terhadap loyalitas konsumen Peter Says Denim di Kota Bandung.

Penelitian ini menggunakan metode penelitian kuantitatif berupa metode penelitian survei. Jumlah sampel dalam penelitian ini adalah 100 dengan menggunakan teknik penarikan sampel non-probability sampling. Data yang digunakan dalam penelitian berasal dari kuesioner (data primer). Teknik analisis yang digunakan adalah regresi linier yang menggunakan test hipotesis yaitu, R^2 test and t test.

Berdasarkan hasil Uji t, *brand image* memiliki pengaruh yang positif dan signifikan terhadap loyalitas konsumen. Dengan Koefisien determinasi (R Square) sebesar 0,459 atau sebesar 45,0%, artinya variabel Loyalitas konsumen dipengaruhi oleh variable *Brand Image* sebesar 45,0% dan sisanya 55,0% dipengaruhi faktor lain yang tidak diteliti dalam penelitian ini.

Persamaan regresi, menunjukkan semakin tinggi *Brand Image* maka semakin tinggi loyalitas konsumen.

Dari pengujian hipotesis dengan menggunakan uji t hitung, terdapat pengaruh antara variabel *Brand Image* terhadap loyalitas konsumen

Kata Kunci: *Brand Image, loyalitas konsumen*

ABSTRACT

Primerrizal Gilbran Muhammad Farghob (2015). *The influence of Consumer Loyalty towards the Brand Image on Clothing Peter Says Denim (survey on Consumer Peter Says Denim in Bandung).*
The purpose of this research is to; 1) know the response of the customer against the brand image of Peter Says Denim, 2) know the consumer loyalty Peter Says Denim, and 3) proves how great the influence of brand image against consumer loyalty Peter Says Denim in Bandung.
This research uses a quantitative research method in the form of survey research methods. The number of samples in the study was 100 with sample withdrawal technique using non-probability sampling. The data used in the study came from questionnaires (primary data). Analytical techniques used were linear regression that uses the test hypothesis that is, R^2 test and t test.
Based on the results of the test t, brand image has a positive and significant effect against the loyalty of consumers. With a coefficient of determination (R Square) of 0,459 or of 45,0%, meaning that consumer Loyalty variable is affected by the variable Brand Image of 55,0 45,0% and the remaining% influenced by other factors not examined in this study.
The regression equation, indicating the higher the Brand Image then the higher the loyalty of consumers.
From hypothesis testing using the test t count, there are influences between variables Brand Image against consumer loyalty

Keywords: Brand Image, consumer loyalty