

Abstract

Nowadays, competition in spare part industry especially motorcycle spare part, has a rapid development that makes marketers should be developing and snatching the market share constantly. Being aware of this, PT. Scudetto Internasional Bearindo which has a good brand image in the market really sure that PT. Scudetto Internasional Bearindo can maintain it's produk position in the market. Beside that, this case will influence the consumer to do repetitious purchase and become a loyal consumer.

Through this research will be carried out research on the influence of variables that comprise the brand image of strength of brand association, favorable of brand association and uniqueness of brand association to variable customer loyalty International Scudetto Bearindo in Bandung which are the basis of sales of products HO PT. International Scudetto Bearindo. Methods of data collection be done by distributing questionnaires to 50 agents PT. International Scudetto Bearindo.

Based on the results of data processing, the result that simultaneous brand image variables significantly influence customer loyalty. While partially variable strength of brand association and uniqueness of brand association shown to have a significant influence on customer loyalty while favorable of brand association sigifikan not have influence on customer loyalty.

Keywords: brand image, customer loyalty, spare part.