

ABSTRACT

Geoff max is one of the Local fashion brand comes from Bandung, West Java, that implements the concept of old school by maintaining product quality and product design themes that continue to be a growing trend following by way of split three seasons in one year, so always brings out new innovations, which in the meaning of the concept of old school it was the theme of the design of the products pertaining to the tempo era American fashion style used to be about one in or around the year 1950-1990 and to date many gemari among young children. Along with the development of industrial clothing in Bandung is increasing from year to year, causing Geoff max has a lot of good competitors clothing a long-standing as well as clothing that is emerging, other problems experienced by Geoff Max declining sales, the objective of this research was to know how consumer response against the Brand image and consumer loyalty and how great the influence of brand image against consumer loyalty on the Distro Geoff Max.

Methods of data collection on this research by using a questionnaire which was distributed to 100 respondents is the consumer of the Distro Geoff max Bandung with the sampling technique used is a nonprobability, analysis of data obtained by using a descriptive analysis and simple regression.

The results of research that has been done that the response to respondents regarding the brand image against Consumer loyalty has significant influence with the powerful level. The magnitude of the influence of brand image against customer loyalty of 99.4%, while the rest of 0.6% (100% – 99.4%) is influenced by other factors, namely enddorsment, sales and promotions.

Keywords: Brand Image, Consumer Loyalty and Marketing