

ABSTRACT

Trengginas Jaya Catering is a catering service owned by PT Trengginas Jaya and supported by unique tastes. Increase business competition in catering business, then Trengginas Jaya Catering demanded to continue to make a better brand image for increase customer loyalty. The purpose of this research is to analyze how the effect of brand image on customers loyalty, this research applied quantitative approach. Total respondents of this research is 100 who have used The Trengginas Jaya Catering services at Gegerkalong, Bandung, Jawa Barat collected using non-probability sampling, technique chosen is sampling insidental. This research used questionnaire as research instrument analyzed with Uji t. From the result of this research it was obtained t_{hitung} equal to 15,725 this result more bigger than t_{tabel} 1,984. Where when $t_{hitung} > t_{tabel}$ it can be concluded that brand image an effect on customers loyalty. Also from the result of this research that R square is 71,6% brand image have an effect on loyalty customers, while 28,4% was effected by another variabel.

Keywords :

Brand image, customers loyalty, trengginas jaya catering