

ABSTRACT

PT. TOYOTA is one of the automotive companies or companies engaged in the largest vehicle providers in Indonesia and is also very well known in the world. PT. Toyota was founded in September 1933 under the name Toyota Motor Corporation (TMC) by Sakichi Toyoda. The company has a head office located in Jakarta. As the development of technological advances can not be denied that every human being needs a vehicle both motorcycles and cars to travel to a place. With advances in increasingly sophisticated technology, of course, to market a vehicle must also use interesting ways and create an event in order to provide effective and impressive information to consumers. One of the strategies to increase Toyota brand loyalty is brand image. A study states that when consumers like the image of a brand, consumers will form loyalty to the brand.

This type of research is descriptive and causal research with quantitative methods. The data analysis technique used is simple linear regression analysis with a sample of 100 respondents. The sampling technique used is non-probability sampling with a purposive sampling technique. This study aims to determine the effect of brand image on Toyota brand loyalty case studies in the community of Toyota vehicle users in Cilacap.

Based on the results of descriptive research the brand image variable (X) gets a value with a percentage of 74% and the brand loyalty variable (Y) gets a value with a percentage of 83% both of the variables are in the strong category. Based on the analysis that has been done, the results show that the brand image variable has a positive influence on brand loyalty.

Keywords: Brand Image, Brand Loyalty