ABSTRACT

Warehouse is the heart of a company, because in there we can found the biggest asset of companies. In Indonesia, day by day the price of land so that the more expensive, to build a warehouse that requires the investment cost is also very large. One of the ways used to maximize the used of warehouse volume we are using the racking system. With stack the goods up high over that make more efficient use of warehouse. And PT. Kawan Lama Sejahtera is one of the distributors who provide the product

This research aims to find out whether that the company's image, brand image and product quality Krisbow can establish consumer loyalty to the product rack. PT. Kawan Lama has experience of more than 54 years in industrial tool trading to meet a demand of industry. In PT. Kawan Lama, the racking use brand Krisbow and the product was imported from China, in the eyes of Indonesian people Product from china have a lower price but a quality of product is not good enough too . To know the position of the rack we make this research to find out consumer opinions about our racking . To find out the spread Questionare to consumers who ever used the rack. After getting the data we do some analysis by using the method of Non-Probability Sampling - Sampling purposively, descriptive analysis, factor analysis and linear regression analysis. From the Analysis we know that PT. Kawan Lama have a good image in the eyes of consumers, brand image krisbow good enough, and the product quality of racking is also quite good. So we can establish consumers loyalty to the racking. In the regression analysis results obtained indicate that the image of the company not have a big affect in build of consumer's loyalty but that consumer's loyalty was affect by brand image krisbow and quality of the product rack itself.

Conclusions that can be drawn from this research is that in addition to brand image and product quality products of both must also be supported by a good company image in order to build the trust to our product and make consumer's loyalty.