

ABSTRACT

The research aims to know how brand image, trust and product quality toward loyalty of consumer. Design research using quantitative assosiatif. The sample uses a judgmental sampling as much as 145 mie sedaap instan consumer respondents in West Jakarta. Data analysis using structural equation modelling with Partial Least Square (PLS) version 3.2.8. the results showed that the brand image is positive and significant effect toward consumer loyalty mie sedaap instan, trust has a positive and significant toward consumer loyalty mie sedaap instan and quality product effect positively and significantly to consumer loyalty mie sedaap instan.

Keywords: brand image, trust, product quality and loyalty consumer



ABSTRAK

Penelitian ini untuk mengetahui apakah citra merek, kepercayaan dan kualitas produk mie sedaap instan terhadap loyalitas konsumen. Desain penelitian menggunakan assosiatif kuantitatif. Sampel menggunakan judgmental sampling sebanyak 145 responden konsumen mie sedaap instan di Jakarta Barat. Analisis data menggunakan struktural *equation modelling* dengan *Partial Least Square* (PLS) versi 3.2.8. hasil penelitian menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap loyalitas konsumen mie sedaap instan, kepercayaan berpengaruh positif dan signifikan terhadap loyalitas konsumen mie sedaap instan dan kualitas produk berpengaruh positif dan signifikan terhadap loyalitas konsumen mie sedaap instan.

Kata Kunci : citra merek, kepercayaan, kualitas produk dan loyalitas konsumen

