

ABSTRACT

This study aims to test and analyze (1) the influence of Brand Image on Indomie's customer loyalty in South Jakarta. (2) Brand Trust Against Indomie's Customer Loyalty in South Jakarta. (3) Product Quality Against Indomie's Customer Loyalty in South Jakarta. Data collection was carried out through questionnaires and carried out on 190 Indomie customers in South Jakarta. Sampling technique using Convenience Sampling. Data analysis in this study uses the help of Variance Based Structural Equation Modeling where data processing uses Partial Least Square (PLS) version 3.0.

The results of the analysis show that Brand Image is positive and significant towards Customer Loyalty. Brand Trust positive and significant feelings towards Customer Loyalty. Product Quality has a positive and significant effect on Customer Loyalty.

Keywords: *Brand Image, Brand Trust, Product Quality, and Customer Loyalty*



ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisa (1) pengaruh *Brand Image* Terhadap Loyalitas Pelanggan Indomie di Jakarta Selatan. (2)*Brand Trust* Terhadap Loyalitas Pelanggan Indomie di Jakarta Selatan. (3) Kualitas Produk Terhadap Loyalitas Pelanggan Indomie di Jakarta Selatan. Pengumpulan data dilakukan melalui penyebaran kuesioner dan dilaksanakan pada 190 pelanggan Indomie di Jakarta Selatan. Teknik penarikan sampel dengan menggunakan *Convenience Sampling*. Analisis data pada penelitian ini menggunakan bantuan *Variance Based Structural Equation Modeling* dimana pengolahan datanya menggunakan program *Partial Least Square* (PLS) Versi 3.0.

Hasil analisa menunjukkan bahwa *Brand Image* berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan. *Brand Trust* berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan. Kualitas Produk berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan.

Kata Kunci : *Brand Image, Brand Trust, Kualitas Produk, dan Loyalitas Pelanggan*

