

**PENGARUH EKUITAS MEREK, CITRA PERUSAHAAN, DAN CITRA PRODUK
TERHADAP LOYALITAS PELANGGAN PRODUK MEREK STABILO**

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ABSTRACT

Efforts to form a successful brand is not easy and absolutely requires an understanding of customer needs. In addition, there must be a complete shift towards the customer. The customer should be the sole focus for all brand initiatives. Maintaining customer loyalty through brands has a positive impact on the company. The positive impact is shown by the establishment of an emotional connection between the customer and the brand. Customers who are loyal to the brand will not easily switch to competing brands because even though competitors produce similar products it is unlikely that they will produce the same emotional bond. Brand loyalty is the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand and intends to continue to buy it in the future. Brand loyalty is more closely related to the user experience. Brand loyalty cannot occur without first making a purchase and without having experience using it. Reflection of consumer attitudes depends on the experience felt by consumers while using the brand. The creation of brand loyalty provides benefits for companies including brand loyalty provides a safe and predictable level of demand for companies and creates barriers that make it difficult for other companies to enter the market. This study aims to determine and explain the effect of brand equity, corporate image, and product image on customer loyalty of Stabilo brand products simultaneously and partially and to determine the dominant variables affect customer loyalty. The type of research used in this research is explanatory research with a quantitative approach to explain causal relationships and test hypotheses. The research method used is a survey research method. The research location in this study is located on a campus in the city of Malang. The number of respondents is 100 people and the analysis tool is multiple linear regression. Based on the results of joint testing between the independent variables on the dependent variable, the results obtained that the independent variable has a significant effect on the dependent variable. Brand equity variable has a dominant influence on customer loyalty variable. Therefore, it is suggested to the company in order to continue to be able to maintain good relationships with its customers, the company continues to provide things that are the customer's desire to keep customers satisfied and remain loyal.

Keywords: brand equity, corporate image, product image, customer loyalty

PENDAHULUAN

Setiap produk bereputasi memiliki pelanggan yang loyal. Merek dari produk menentukan keterkenalan di pasar konsumen. Merek harus mudah diingat dan mempunyai nilai tinggi. Penamaan sebuah produk dalam bentuk merek menjadi faktor pendukung kelancaran dalam proses pemasaran.

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