

The Influence Brand Image Indomie PT. Indofood for Customer Loyalty
in Lampung Province

ABSTRACT

The importance of strong brand image is really known by PT. Indofood and a lot of company, that with good brand image, the company will easily get the trust from their customer. PT. Indofood always try to maintain their brand image with dimention, corporate image which is a joint of association which built by customer to the company that produce products and services, user image which is a joint of association which built by customer towards the user of products and services, and product image which is a joint of association which built by customer towards the product.

The reason is to keep the customer is more profitable than gaining new customer, because of that, the main purpose of this research is to know about how significance of brand Image with the variable of corporate image, user image, product image, that influence the customer loyalty.

The problem that the company face is the threat from the competitor in noodles business, and the incapability to be the market leader in Lampung, and also about does brand image influence the Indomie customer loyalty in Lampung.

The main use of this research is to know about the influence of brand image Indomie to customer loyalty in Lampung. Hypotesis of this research is brand image with the variable of corporate image, user image and user image influence loyalty customer in Lampung.

The method that used in this research is the research method of kualitatif, which is the method to research to the natural object condition and statistical analysis using SPSS 17, with using sampling incidental from 100 sampel.

From the analysis, known that brand image with the variable of corporate image, user image, product image have give the loyalty of Indomie PT. Indofood Lampung customer as 57,1 % (R²), and the rest 42,8 % influence by the other variable, while the significance value is 0.000, it means that brand image influence significantly, because the value is below 0.05, and parsially corporate image impact unsignificantly and negative with the value of 0.73 above 0.05.

Generally PT. Indofood must pay concern with brand image because the influence of brand image with the variable of corporate image, product image, user image in Indomie as the main indicator that influence loyalty.

Keyword : brand image, corporate image, user image, product image, customer loyalty.