

ABSTRACT

Geographical condition of Indonesia which has many islands and vast distances between islands one to the other islands, allowing people, especially business people to use more efficient ways and practical in sending goods / packages using package delivery services. The development of freight and logistics services in Indonesia is currently growing rapidly, it is because the needs of consumers in terms of higher shipments. Private companies and state enterprises engaged in freight forwarding and logistics services are already quite large vying to capture market share in the field of service providers pengeriman goods and logistics. PT. Pos Indonesia as a pioneer of courier services in Indonesia is no longer a top choice for consumers to send goods and logistics. This is caused by a number of service providers freight and other logistics such as TIKI, JNE, and DHL.

This study included into descriptive study using quantitative methods involving 100 service users pengiman package at PT. Pos Indonesia (Persero) Bandung Head Office as respondents, the sampling using non-probability sampling.

Data analysis techniques used in this research is multiple linear regression analysis were first tested using the classical assumption test which consists of normality test, multicollinearity, heteroskedestisitas test, and autocorrelation test and the coefficient of determination.

From the research results it can be concluded that in partial Brand Image to Customer Loyalty on users of shipping services PT. Pos Indonesia (Persero) Bandung Head Office with tcount significant influence amounted to 2,976 while ttabel 1.984. Variable Service Quality on Customer Loyalty on users of shipping services PT. Pos Indonesia (Persero) Bandung Central Office significantly influenced by thitung ttabel 4.467 whereas 1.984. And simultaneously Brand Image and Service Quality significant effect on Customer Loyalty on users of shipping services PT. Pos Indonesia (Persero) Bandung Head Office Fhitung 84.091 while Ftabel of 3.09

Keywords: Brand Image, Service Quality, Customer Loyalty, Regression Analysis