

ABSTRACT

A study affirmed if consumer favor an image of a brand, they would form a loyalty for it too. The purpose of this study was to determine how much influence given by brand image on brand loyalty Chatime. Brand image is measured based on brand attitudes and brand benefits which are the elements of brand association. The type of research used in this study is descriptive and causal research with quantitative method. The data were analyzed using simple linear regression analysis with sample of 405 respondents. The sampling technique used is non-probability sampling with purposive sampling technique.

Based on the results of research and analysis, Chatime has a good brand image and a quite high brand loyalty. The result of hypothesis test show brand image significantly influence brand loyalty with the amount of influence brand image has on brand loyalty Chatime is 50,2%.

Suggestions can be given to company to enhance the value of product attributes and symbolic benefits are to use social media to show and convince consumer that ingredients Chatime used are quality ingredients and using celebrity endorsement to advertise Chatime.

Keywords: product attributes, non-product attributes, functional benefits, experiential benefits, symbolic benefits.