

## **ABSTRACT**

This study aims to determine the effect of consumer resistance to consumer loyalty to the brand change case study Tokobagus became Olx.co.id. In this study, there are three dimensions of consumer resistance is used to determine the effect on customer loyalty consisting of postponement, rejection and opposition. Sampling technique used in this study is a non-probability sampling technique with the number of respondents was 385. The data were analyzed in this study using simple linear regression. Partially the result of this study stated that the dimensions of consumer resistance consisting of postponement, rejection and opposition have an influence on consumer loyalty. Simultaneously, the results showed that overall consumer resistance effect on consumer loyalty.

*Keyword: Brand Substitution, Loyalitas Konsumen, Resistensi Konsumen.*