

ABSTRACT

Competition electronics industries particularly smartphone currently is growing very rapidly. It is based on android Samsung, with a good brand image Samsung sure can maintain the position on the market for consumers making a purchase may affect repeatedly making consumers loyal. The purpose of this research is to know the magnitude of the influence of brand image against the Samsung android user loyalty in college Students of Business Administration Telkom University. This type of study used descriptive study, linear regression statistical analysis techniques are simple, and the convenience sampling. With sampling Samsung android user's Student Business Administration Telkom University. Based on the hypothesis test android Samsung brand image effect significantly to customer loyalty, evidenced by the test coefficients of determination with a percentage amounting to 57,3%. While the rest of 42,7% influenced by factors other than the brand image as brand equity, brand awareness, brand trust, and other factors were not examined in the study. Android Samsung should maintain brand image that is already good in a way always to improve the quality of its products, so that consumers remain loyal and assume that android Samsung is quality products compared to other product.

Keywords : brand Image, customer loyalty, Samsung