

Abstract

The development in the sector of information today is growing rapidly, it can be seen from the content or the technology used to deliver the information. Nowadays, there are many prepaid services that have been established for example like Telkomsel with its brand of simPATI, Indosat Ooredoo with its brand of Im3, XL Axiata with its brand XL and many more. Company uses various of strategy to win and maintain the customer. One of strategy is by creating a strong brand image so it will becomes the top of mind inside the customer heart.

This research aims to know the influence of brand image towards customer loyalty of simPATI card in Denpasar city. The research type being used is descriptive research method, by using a simple linier regression statistic analysis technique and sampling accidental technique. Sample collection is done towards simPATI card's users respondent. According to the result of testing hypothesis, brand image simPATI card has a significant influence against customer loyalty. It is proven by the value based on determination coefficient testing. It can be concluded that brand image give a significant influence toward customer loyalty with the influence percentage of 38,8%. And 61,2% of the rest influenced by other factors outside brand image that is not being observed in this research like brand equity, brand trust, and other factors.

Keyword: Brand Image, Customer Loyalty, Prepaid Card