

ABSTRACT

In a dynamic conditions of product marketing, making trader and manufacturers competing to win in this tight competition. Every time either through the medium of television, radio, newspapers, magazines, or the internet we see the launch of new products as never stops. Divers products offered by the brand are also very varied. This certainly makes the consumer more flexibility in its choice. One of the strategies of the brands that can be done to maintain the integrity of brand image in the eye of consumers is to do the brand development. Brand extension strategies provide benefits for the company, because by using well-known brand will give recognition and acceptance faster.

This study aims to determine the extent of brand extension strategies adopted by the company has a relationship to the loyalty of consumers in major cities, such as Bandung and Jakarta.

This study used quantitative descriptive analysis. And the result is a brand extension products Dove rated quite well by the consumers (78.43%), and consumer loyalty Dove products in the category quite well with the presentation of (76.65%). Brand extension and significant positive effect on customer loyalty. In this study, also obtained by linear regression equation is $Y = 5.184 + 0.273X$. Which means that each additional 1 scale brand extension, in the prediction will increase by 0.273 times.

Key word :Brand Extension, Loyalty Customer