

ABSTRACT

Following the competition of the Lubricant oil market in Indonesia, many brands of them are coming through, from this country and others. Customer is offered with many products by competitors. Therefore, Pertamina thinks that holding own customers is better than getting new customers. In order to keep its customer, Pertamina needs high level of brand loyalty of its customers. Customer Loyalty will grow when a brand has some representative variables about the product. Thus, we must improve these variables which will increase customer loyalty of the brand.

In this paper, the tool to use is questioner and the method is descriptive research. To measure the loyalties rate, respondents are given questions which represent themselves.

From the data processing, it is obtained that the brand loyalty level of Pertamina Lubricant Oil is low. Only 22.4% of all respondents are committed buyer of Pertamina Lubricant Oil. Despitefully known, that variables which form the Pertamina Lubricant Oil brand loyalty are Marketing programs and Packaging. By using these variables, some programs are resulted, i.e. finding the right positioning in customer's mind about the advantages of products, educating customers about products, cooperating with repair shops and repairmen to educate customers by doing some direct or indirect promotion for customers or repair shops. Doing *merchandising strategy*, and improving the *package* to get positive brand differentiation.

Keywords: *Brand Loyalty, Cross tabs*