

ABSTRACT

This research is based on the high frequency of goods delivery. This is what makes the market of good delivery services growing. Delivery service industry certainly gives a positive impact to the business world because it is very helpful to goods distribution to consumer if the destination from sender to recipient are in different regions.

Someone will be easier to purchase goods without having physically face-to-face between seller and buyer by using courier services. The role of courier services is very important to improve the acceleration of goods delivery that currently needed.

The competition between companies makes customers more critical and smart in selecting a brand that provide certain quality services. PT JNE increasingly diverse and innovative, brand equity and customer loyalty greatly determine the quality of services provided to suit their expectations. Maintaining loyal customers, and also keeping from switching to similar goods delivery services is essential to tie up PT JNE's customers.

The purpose of this study is to examine the influence brand equity either simultaneously or partially on customer loyalty. This study uses PT JNE representative office Bandung as an object with PT JNE's customer as a population. The sample selection technique using non probability sampling. The analytical method that used in this study is multiple linear regression.

The results of multiple linear regression shows that brand equity simultaneously have significant affect on customer loyalty. Partially shows that there are two variables that affect customer loyalty that is brand loyalty and brand awareness variables, and two variables which is perceived quality and brand associations have no affect on customer loyalty.

Keywords: *brand awareness, brand loyalty, customer loyalty, perceived quality.*