

ABSTRACT

In the midst of a global market, today many marketers and companies are globally connected with customers and marketers. Easy marketing in the era of globalization will be a lot of global products are being. This is seen in the annual event held by Business Digest and SWA which held the event to appreciate the original brands of the work of the sons and daughters of the country who were entitled Indonesia Original Brands (IOB). In this survey there are four indicators of satisfaction, loyalty, advocacy and competitiveness. One of the local brands that experienced a decline in the IOB Index was The Executive. The Executive is one of Indonesia's leading brands in the fashion trend of clothing that stood since 1974. This survey shows the low Advocacy index in 2017 that sends the number six. In this case to note is how the advocacy index is lower than other indexes. Based on the results of a survey on The Executive can be interpreted to make customers satisfied and faithful is a difficult task. Quoted from SWA 2015, but even more heavily making customer advocates, that customers want to recommend it to others.

The purpose of this study is to determine the effect of Satisfaction on Advocacy on local brands with Loyalty as mediator (Study on the Executive). This research is a quantitative research with descriptive and causal data analysis, the respondents studied in this research are 100 consumers who have bought The Executive product. The data collected from 19 items of questionnaire statements were then diluted using IBM SPSS 24 with path analysis techniques.

The results of this study indicate satisfaction is in position 74.71% with good category, loyalty is in the position of number 69.67% with good category, advocacy is at position number 72.35% with good category, significant satisfaction to loyalty 60,68 %, loyalty have significant effect on advocacy equal to 21,43%, satisfaction of advocacy equal to 13,76%, and satisfaction of advocacy through loyalty equal to 36,10%.

Keywords : *Satisfaction, Loyalty, Advocacy, Fashion*