ABSTRACT

Indonesia is a developing country and a country that is so attractive to the automotive industry, with a population of 250 million per person, Indonesia is one of the places where businesses of large companies develop their businesses. Large companies, namely the automotive world, are one of the industrial companies that play a very important role in Indonesia. Based on kontan.co.id news In 2017 the Indonesian people have an increasing trend towards the demand for Sport Utility Vehicle (SUV) vehicles because it makes it easier for consumers to drive and have a stable vehicle and is able to walk in quite heavy terrain with a timeline and have a dashing impression.

The formulation of the problem in this study is customer satisfaction, brand image, brand loyalty has an influence on market share. Research with the title "Effect of Customer Satisfaction, Brand Image, Brand Loyalty in Market Share Vehicles of Toyota Cars Fortuner Type Sport Utility Vehicle (SUV). This study aims to find out, explain whether Customer Satisfaction, Brand Image is an important variable in creating a Brand Loyalty and whether Brand Loyalty affects Market Share.

In this study, the theoretical foundation used is sourced from international books and journals. Previous research in this study used sources from international and national journals.

This study uses a quantitative method, the nature of this study is conclusive, the type of investigation uses a causal type, the involvement of researchers is not to intervene data, based on unit analysis, this research is individual type, this research setting is non contrived setting. Based on the time of this research type Cross Sectional. The measurement scale used is the Likert scale. The population used by the authors is the users of the Toyota Fortuner vehicle type Sport Utility Vehicle (SUV) throughout Indonesia. The sample used amounted to 400 respondents divided into three zones of Indonesia namely West Indonesia, Central Indonesia, and Eastern Indonesia. In the sampling technique this study uses a Non Probability Sampling technique with a type of Purposive Sampling. Data analysis techniques were carried out by multivariate techniques, simple linear regression, logistic regression, and hypothesis testing with a partial T test.

The results of this study are 4 hypotheses received from a total of 4 hypotheses. Suggestions from this research are companies must improve customer satisfaction so that the creation of brand image, improve customer satisfaction, brand image in order to create brand loyalty and increase brand loyalty in order to create market share.

Keywords: Customer Satisfaction, Brand Image, Brand Loyalty, Market Share