

ABSTRACT

Vans is a shoe brand that was first established on March 16, 1966 in Anaheim, California. Vans has been established for more than 50 years, and during that time vans survived various changes in the sneakers industry, With so many competitors in the sneakers industry at the moment, vans can survive and still get attention by consumers, researchers are interested in examining vans brand image, whether it affects consumer loyalty, and how much influence it has on consumer loyalty.

The variables used are brand image (X), with dimensions of Strength of Brand Association, Favorable of Brand Association, Uniqueness of Brand Association. Consumer loyalty variable (Y), with dimensions of regular repeat purchase, Purchases across product and service lines, Refers other, Demonstrating immunity to The Full of The Competition.

In this study, the used method is descriptive verification method and simple regression with a consumer population of Vans brand footwear products in Bandung, which has made purchases more than once. The sample used was 100 respondents.

Based on the results of the descriptive research variable brand image (X) in the fairly good category with a percentage of 66.8% and Consumer Loyalty variable (Y) is in a fairly good category with a percentage of 66.17%. The influence of brand image (X) on consumer loyalty (Y) is 35.88%.

Keyword: *Brand image, consumer loyalty*