

ABSTRACTS

Leton Coffee is a local brand from Pekanbaru which is engaged in the culinary field. The products sold by Leton Coffee range from coffee, donuts, to croffles. Leton Coffee was founded in 2019 which was founded by Marsha Adelyne. Leton Coffee is located on Jl. Senapelan is precisely under the Leton 1 bridge. Leton Coffee is a coffee shop that is identical with its main menu is milk coffee which is usually consumed by men, but not a few women also spend their time at Leton Coffee. In 2021 Leton Coffee established its first branch on Jl. Sutomo, Pekanbaru. This is what underlies how Leton Coffee's customer loyalty can be influenced by brand image. This research was conducted to determine the effect of brand image on customer loyalty Leton Coffee in Pekanbaru City Riau. The method in this study is quantitative with a descriptive approach. Sampling used a non-probability sampling method with an accidental sampling technique of 100 respondents, then the data was processed using SPSS version 26 software. To find out whether brand image has a significant influence on Leton Coffee's customer loyalty, a hypothetical test was carried out, H_0 was rejected and H_1 was accepted. the calculation of the t-test obtained is $t_{count} (7,228) t_{table} (1,984)$ with a significance value of $0.000 < 0.05$. It can be interpreted that there is a significant influence of brand image on Leton Coffee customer loyalty in Pekanbaru City, Riau.

Keywords: *Brand Image, Customer Loyalty, Leton Coffee*