ABSTRACT

The existence of increasingly advanced technology and supported by environmental factors such as social and cultural quickly. The beginning of the development of fashion trends in Indonesia tends to model western style, for example in the materials used and designs. With the rapid trend of shoes, therefore shoe manufacturers take advantage of the opportunity in this reality by competing to issue various types and brands issued in Indonesia. This study aims to examine the Influence of Brand Image on Consumer Loyalty of Converse Brand Shoes in Cirebon City.

The variable used in this study, namely Brand Image (X1) is defined as giving a brand to a product or service judging from how the company brand is looked at by consumers. (Keller (2016:56) which consists of indicators, Strength of Brand Association, Favorable of Brand Association, Uniquess of Brand Association, and Consumer Loyalty (Y1) That loyal customers always make repurchases. Griffin (2015:31-35) which consists of indicators Makes regular repeat purchases, Purchases across product and service lines, Refers other, Demonstrates an immunity to the full of the competition.

The research method used in this study is a quantifiable method with a descriptive type of analasis research. Sampling was carried out using a non-probability sampling method with a total of 100 respondents. Data collection in this study was carried out by distributing an online questionnaire that was distributed to all respondents, namely Converse shoe consumers consisting of Students / Students / I 53 respondents, Private Employees 38 respondents, and Entrepreneurs 9 respondents. Data analysis techniques use simple regression analysis and descriptive analysis.

Based on the results of descriptive analysis, from the brand image variables, it can be concluded that Brand Image with a value of 75.6%. Consumer Loyalty with a value of 74.5%. The Influence of Brand Image on Consumer Loyalty Converse Brand Shoes in Cirebon City is included in the good category. The results of the hypothesis test show that Brand Image has a positive effect on Consumer Loyalty.

***Keyword :** Brand Image, Customer Loyalty*